



BUSINESSWORKS

Spring 2024 Hull and East Yorkshire

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UNLEASH YOUR POTENTIAL

'At Human Brilliance, we can help you be the best version of yourself'

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WELCOME

Welcome to another packed edition of BusinessWorks!

As always, there are four more great entrepreneur stories from people in a variety of sectors, but all facing similar challenges and pressures – which is the point we’re trying to get across. These stories aim to inspire and motivate others, but they also serve as a way of saying, “It might be lonely at the top – but you’re not alone.”

I’ve taken a bit of a leap forward in my own entrepreneurial journey in recent months, as you can read on page 7.

Having been editor of the Holderness & Hornsea Gazette for about two-and-a-half years, I’ve now jointly taken over the business.

My colleague Zoe Broom and I had been running the show in all but name anyway, and now we can take the newspaper forward at what is a challenging, but also exciting time.

I’ve run my own small editorial services and publishing business, Hawk Editorial, for well over a decade. However, while this is a one-woman band, on the Gazette I am, for the first time, jointly responsible for employing people, as well as their wellbeing and professional development. We’ve joined the FSB and Ipsos, and I’m a member of FEO (that’s enough acronyms for now, but you get the gist – we are availing ourselves of all the help and support we can get).

One person said to me: “Buying a newspaper at a time when newspapers are dying all round – that’s the kind of insane move I can only applaud.”

It was said (partly) in jest, but I do take issue with the claim that newspapers are dying. Some of them might be, but I wouldn’t say dying – I’d say “killed off”. Ritually slaughtered, even, by huge corporates who have removed the very reason for their existence – their connection with their communities. The Gazette doesn’t do clickbait and its website doesn’t bombard you with a billion pop-ups. It covers stories that matter to people, from tabletop sales to planning applications and fundraisers – all the “small stuff” that makes their world go around, as well as, sometimes, the bigger stuff such as the nuclear waste debate that rocked our region at the beginning of the year.

It does of course occupy a different “space” from BW in the regional publishing world – but again there are similarities, such as being proudly independent and believing firmly in the power of print. As the online world becomes ever more beset by division and misinformation, it still very much has a place.



Sam Hawcroft, BW Editor

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We catch up with Alan Gordon-Freeman of Sirius and he gives us ten tried and tested methods of reaching a new audience for your business

Need to build up your customer base? Here are ten tried and tested ways to reach a whole new audience

1. Advertise

Research websites and publications that appeal to your target market. Consider local press then regional and trade publications. Seek free sources of advertising such as directories and community websites. Make the most of your Google Business profile. It's free and easy to use.

2. Use empty display spaces

Use eye-catching promotional messages to make the most of your shop window, exhibition space or the sides of your vehicles. If you are renting premises or leasing the vehicle, check you are allowed to add signs.

3. Word-of-mouth recommendations

Satisfied customers are the best advocates for your business. Urge them to pass on your details to people they know and ask friends and family to do the same. Ask customers if you can add them to your mailing list so that you can keep in touch by email and encourage them to follow you on social media. Always ask satisfied customers to provide testimonials to use on your website.

4. Offer free samples

Promote your business by offering try before you buy samples at local events. If you offer a service, consider offering free advice to show potential customers how you can help them.

5. Get involved in your community

Hold or sponsor an event for charity, offer your service to a local good cause, volunteer as an expert at talks and events or sponsor a local kids football team.

6. Network

If you sell to other businesses, join For Entrepreneurs Only, attend local networking

events and make contacts. Join networking sites such as LinkedIn and look for groups that serve your sector. Make the most of social media sites to raise your profile and connect with followers.

7. Build partnerships with other businesses

Ask neighbouring businesses to promote your products or services in exchange for mutual recommendations. Partner with related businesses: if you're a car dealer, hook up with a vehicle repair shop.

8. Promote yourself with a mailshot or email

Create and distribute leaflets to targeted areas, or carry out an email campaign. Make your marketing eye-catching, make sure you include your contact details and a clear call to action.

9. Call other businesses

If you sell to businesses, dedicate a day to calling prospective customers. You could be following up on a mailshot or introductory email. Gauge the level of interest and offer to follow up with a meeting.

10. Start selling online

If you don't have an ecommerce platform, there is no time to waste. Selling online will help you to keep existing customers and gain new ones. You can test out your online market first by setting up a shop on a marketplace like eBay, Amazon or Etsy before you invest in a website with a payment facility.

Remember, Sirius offer free independent business advice and on-going support. Just call 01482 890146 to arrange an appointment with an advisor, or leave a message at info@sirius-hull.co.uk ●

'THERE'S STILL A HUGE NEED FOR A LOCAL NEWSPAPER AT THE HEART OF ITS COMMUNITY'

Pair complete Gazette buyout

BW editor Sam Hawcroft has become the co-owner of local weekly newspaper the Holderness & Hornsea Gazette.

Sam and sales director Zoe Broom completed the buyout of the Withernsea-based title from previous publisher Brian Adcock, who owned the Gazette with his wife Judy, at the end of February.

Brian said: "After more than 45 years as director/shareholder of the Gazette I am delighted to announce the sale of the full shareholding in the company to two of its very loyal and talented staff.

"Editor Sam Hawcroft and production/sales operative Zoe Broom now own the business.

"I have enjoyed every minute of my involvement and development of the newspaper over the years and thank all who have supported me and the Gazette.

"It is sad to leave but I can assure all our readers the Gazette is in good hands.

"I wish Sam and Zoe all the very best in challenging times."

To mark the new era, Sam and Zoe have given the logo and branding an update, and have also launched a digital edition, an online business directory and a website shop selling books by local authors.

The Gazette has also signed up to Ipso (Independent Press Standards Organisation), the leading regulator of publications in the UK.

The pair received business support and advice from Alan Gordon-Freeman at Hedon-based Sirius Enterprise Agency.

Sam said: "Alan has been really helpful in so many ways, from honing our business plan in the early stages to pointing us towards a variety of essential business and legal/HR resources. Sirius will continue to offer support and mentoring as we go on this journey, which is brilliant."

Sam said she was passionate about local news and felt there was very much still a need for a paper that was at the heart of its community.

She said: "While we want to develop and modernise our online offering, I wholeheartedly believe in print – it's a trusted format that people still want. Corporate entities have done their best to kill off hyperlocal journalism in the past couple of decades, but we remain proudly independent and now entirely locally run.

"This opportunity is an honour and a privilege – and I want to urge people to get involved.

"Get in touch, send us your news, events, sports reports. We are here for you.

"We're already bringing in a few new things, so watch this space, and of course we are hugely open to suggestions as to

what you want to see in your paper."

Zoe said: "Having worked at the Gazette for more than 21 years and living in Holderness all my life, I am very passionate about the paper and the area, and I firmly believe that Sam and I can move it forward in a positive way. We both live locally – I have children at the high school – and we care deeply about this area.

"I am very excited about what the future holds for the Gazette and am looking forward to the challenges along the way."

It comes after the Gazette moved premises last October, leaving its HQ at Seaside Road in Withernsea for the old Southgates office further up Queen Street.

Sam and Zoe are keen to see the newspaper back in the centre of town and are still actively looking for suitable new premises. ●



EXCITING FUTURE: Sam Hawcroft and Zoe Broom outside the Gazette premises in Withernsea



SHINING EXAMPLE

Sean Carrison tells *Sam Hawcroft* how he is leading Kingston Cleaning Services into a new, modern era with safety as the number one priority...

Kingston Cleaning Services can trace its roots back to just after the Second World War, when Sean's grandfather, Frank Carrison, set up a window-cleaning business – and it would continue to be run for many years by Sean's parents Martin and Jeanette.

Sean and his brother initially began working for them as window cleaners, before his brother left to pursue other interests – and in 1998 Sean and his father were “going along different paths”, so Sean decided to set up KCS.

“I used to subcontract work from my father's business in regards to the window cleaning while venturing into other avenues of the cleaning industry to build up KCS, so there was still continuity there,” says Sean. He acknowledges that it was a fair leap from being a window cleaner to running a

company – and he credits his mother with much of the grounding in the essential administration and organisational skills.

Sean is a keen motorcyclist and used to compete in road racing events, but a serious accident in 1993, in which he injured in spine, forced him to stop manual work. While recovering, he spent time in the office with his mother learning the workings of an office. “I learned about VAT, PAYE, things like that – she was really good. It taught me to be very financially disciplined, always to keep the business in the black, and don't spend more than you earn. As the years went on, there was the realisation that I needed to do other things and so I set Kingston Cleaning Services up to develop the business from there.”

As a family decision, Sean and his father brought back together the two businesses in later years until ►

Sean's parents retired in 2015. In the early days, KCS was very much a local business, employing a handful of window and office cleaners, but it has since grown to encompass a far wider range of services.

Now, the company delivers external cleaning to more than 1,000 buildings nationally, including render, cladding, stone and windows, as well as all the surrounding paving and floor areas, plus gutters and commercial roof and solar panel cleaning, for an increasing roster of key local and national clients across all sectors. These include Humberside Police and Flemingate Shopping Centre, more than 350 high street retail stores such as Next, factories such as Siemens Gamesa, health and leisure centres including Nuffield Health, major retail outlets such as Amazon, and huge facilities management companies such as CBRE.

The firm boasts staff with extensive experience of working at height, including high-level atrium cleaning, especially in the food production and manufacturing sectors. Operatives are skilled in using cherry pickers, scaffolding, abseil equipment and the latest sky vac gutter cleaning systems and internal cleaning kits. The company also has teams delivering kitchen deep-cleans along with grease and air duct ventilation cleaning, using the latest and most effective equipment which allows them to clean to a TR19 standard so their clients remain compliant.

So, it's been a major expansion – but it has happened organically in the past 25 years, says Sean. "A lot of it has evolved out of relationships with clients. As these relationships have grown, they've have requested if we can deliver a more varied service and this has created KCS to evolve

to the business it is today. Now having the capability to clean any part of any building through experience and training has added services as the years have gone by."

Another aspect that's evolved is the emphasis on training – every member of staff goes through courses in the myriad elements of specialist cleaning from jet-washing to carpets, and working on roofs. "We have grown the business on reputation and professionalism – not on hard sales and then not delivering the service," says Sean. "Safety is the biggest thing for me. With the training and the way that we work with the guys, our customers are recognising that. Our staff can often turn up on site and liaise confidently with our customers and site managers on what they can and can't do safely. We do a lot of work at height. Every January we go through a rigorous process and everybody gets retrained. Toolbox talks go out monthly, and all the paperwork is refreshed. It's a massive task, with about 120 people on our books, to make sure they're all compliant, confident and competent in the work they are required to carry out."

This dedication to training and safety is also reflected in the company's numerous accreditations, including Constructionline Gold Member, CHAS, Safe Contractor, NEBOSH-qualified operations directors, BICS, ISO 9001, IOSH, Water Jetting Association, to name a few. All of KCS's staff are directly employed rather than subcontracted in, as Sean places a heavy emphasis on staff development. He says staff retention has been "brilliant", because they realise the investment the company is making in them through its safety standards and training regime.

Working alongside Sean there are two operations directors in Jamie and Michelle. Michelle and her area managers oversee the contract cleaning side of the company, delivering daily cleaning to all sectors, from offices to factories, shopping centres and medical centres, working seven days a week at all hours keeping premises clean for staff and the public.

"Jamie works closely with another guy called Richard who's worked me for over 20 years now," says Sean. "That's a great story, because both Jamie and Richard came to work for me as window cleaners. Taking somebody out that environment, of





physically working, washing windows, and then putting them in front of a computer, was not an easy transition. But to see them where they are now, overseeing teams of staff working throughout the country I think it's fantastic."

It's a journey that Sean can chime with, having started out as a window cleaner himself before taking the plunge into entrepreneurship. But investing in marketing and promotion isn't something they've traditionally done much of, he says. "We've never done anything like advertising in the media. We had a website done years ago, but didn't plough a lot of money into it to make sure it was fit for purpose, which we are doing now. When I look back, I could probably have done that 10 or 15 years ago. But I'm also a big believer in being able to manage what you've got. I've never wanted to go too big, too soon, because if you can't cope, that's when mistakes can be made."

Sean echoes many other business leaders' stories in this magazine when he admits it can be lonely at the top – and the responsibility for the livelihoods of others also falls heavy on the shoulders at times. "As the boss you're involved in everything – people's divorces, bereavements, marriages, illnesses. Sometimes you do feel like you're on your own. As things started to get busier and busier in the early days of the business,

my wife used to help with the invoicing, but then we went through a divorce. And when something personal like that happens, you've just got to carry on. You can't just take two weeks off."

Sean suffered the tragic loss of his brother in 2004. "Unfortunately he died at 33 of a heart attack one day and I was back at work the next, because I had a wife and a newborn baby to support. It's very difficult when you're self-employed – the business just has to keep running."

He has gradually learned to let go to grow, but he acknowledges that it's not been easy. "When you start off, you're micromanaging everybody because it is your 'baby'. And nobody does it quite like you. But you've got to accept that people can do it – and there are people in this business now who are better than me, and I love that. I really try to reward the staff, we'll have functions, nights out, as well as bonuses and increased holiday entitlement to financially incentivise them – to truly show my appreciation."

That said, recruitment has been a challenge lately, but KCS isn't alone in experiencing this. Numerous businesses have told BW of the impact of Covid, Brexit and the cost-of-living having a significant impact on employment trends, with younger people especially eschewing manual work and there being a general

shift towards flexible and remote working. To that end, Sean has taken on a member of staff whose focus is solely on recruitment – and he says the fact that many of his staff have been there for 10 years, some for more than 20, is testament to the fact that it may be hard work, but it's hugely rewarding, too.

KCS prides itself on being able to respond quickly to the needs of a big range of clients – and Sean is keen to grow the ventilation side of the business in the coming years as well as continuing to scale up and gain more national clients.

While he's proud of his Hull roots, he admits he's concerned that the name, Kingston Cleaning Services, could be holding the business back nationally, and that he is pondering a rebrand. It does make it sound like a small local cleaning firm, rather than a company that completes projects on a large scale for huge UK brands. A compromise would be KCS, which is snappier but still respects the company's origins, says Sean.

"We're trying to send a message of size out, and that we've got the infrastructure to deliver a service nationally. We're creating a lot of jobs, and response times are usually quite crucial in this industry. So we pride ourselves on being able to respond and deliver – it's now about taking that to a bigger scale." ●





A CLEANER, GREENER AND HEALTHIER HULL

In Hull, where a flat landscape meets a growing transport network, there are plenty of ways to get around.

Over recent years, the city has undergone a number of changes to support more active forms of travel, like walking and cycling, and Hull City Council wants people and businesses to be equipped with the right tools and information so they can make informed travel choices.

The vision for Hull is to create a sustainable transport network that is

accessible for everyone and that empowers more people to choose to walk, bike or take the bus – whether it be for short journeys, for leisure or for their daily commute.

According to the Government, transport, particularly road transport, is now the biggest emitter of carbon emissions in the UK.

Making more active and sustainable travel choices is important, as it will help combat the effects of climate change and

help the city achieve its target of being net zero by 2045.

Not only does walking, cycling or taking the bus help the environment, but it also:

- improves your health and wellbeing
- reduces congestion
- saves people money on travel costs in the longer-term.

Hull City Council has a wide-ranging role when it comes to promoting and supporting active and sustainable travel choices, from investing in new infrastructure, like the off-road cycle lanes planned for Freetown Way and Preston Road, to working with partners to break down barriers and make it easier for people to choose to walk, cycle or take the bus.



A family cycling on an off-road cycle lane in Kingswood, Hull



Hull City Council funds local cycle charity, R-evolution, to deliver various services at two cycle hubs in the city – Trinity Market and the University of Hull Bike Hub – as well as community cycle hubs at Bransholme, Peel Street Park, Orchard Park, Preston Road and Thornton Village Hall.

Some such initiatives, include:

- free adult cycle training – funded by the council and delivered through the 'Rusty Riders' programme by First Step Sports
- discounted bus fares, such as the Hull Travel Card and KAT Card – delivered through the Hull Bus Alliance, comprising of the council and local bus operators, Stagecoach and East Yorkshire Buses
- bike sales, loans and maintenance services – funded by the council and delivered across the city by local cycle charity, R-evolution.

Councillor Mark Ieronimo, cabinet portfolio holder for transportation, roads and highways, said: "As a council, one of our strategic objectives is to promote more active and sustainable forms of travel and to assist people to walk, cycle or take the bus through advice and practical support.

"From speaking to our residents and businesses, we know that enhancing the city's network is a top priority for them and that, by investing in infrastructure like better off-road cycle routes, resurfacing footpaths and installing new pedestrian facilities, we can encourage more people to make active travel choices.

"Breaking down barriers and highlighting the benefits of walking, cycling or taking the bus are also important and that is why we work with various partners to deliver services and offer discounts that will enable people to make more informed travel choices, both now and in the future.

"Changing how you travel, whether it is for one journey or one day a week, can help improve your health and wellbeing and save you money, which we know are really important priorities for our residents." ●



To find out more about how to get about Hull, visit: www.travelhull.co.uk



Hull City Council funds free adult cycle training through the Rusty Riders programme, delivered by First Step Sports.

Supporting businesses and workforces to choose sustainable travel options



(L to R) - Kerry Wilson, reservation and events agent, Louise Thompson, operations manager, Taran Clarkson, assistant maintenance manager, Agnieszka Szczepin, housekeeping manager and Daniel Reid, general manager, of Holiday Inn Hull Marina with Councillor Mark Ieronimo, cabinet portfolio holder for transportation, roads and highways, and Caitlynn Picot, travel plan officer (business), from Hull City Council

To support businesses and organisations within the city, Hull City Council is encouraging employers to join Modeshift STARS, the national travel plan accreditation scheme.

The scheme, which is fully funded by the authority, making it FREE for Hull businesses and organisations to join, recognises workplaces that go above and beyond in developing, implementing and monitoring an effective travel plan to bring about a change in travel behaviour and reduce the number of single occupancy car journeys to, from and between sites.

Sites are awarded Approved, Good, Very Good, Excellent and Outstanding accreditation.

Several of the city's most notable names, including Siemens, Arco, Rix, KCOM, Sewell Group, Willerby Ltd, The Deep, Doubletree by Hilton Hull, Holiday Inn Hull Marina and the University of Hull are already signed up.

The benefits and advantages of a workplace travel plan, include:

- reductions of single occupancy car journeys, which helps alleviate pressure and congestion across site car parks
- identifying availability and accessibility of viable transport options, based on staff locations
- potential to improve and develop site connectivity links through sustainable and active travel
- improving staff wellbeing, with physical and mental health benefits.

If you are a large business or organisation and would like to take part in the Modeshift STARS programme, contact Caitlynn Picot, travel plan officer (business) at Hull City Council, at: caitlynn.picot@hullcc.gov.uk



Women in Business

In this issue of BusinessWorks, we're spotlighting the achievements of women in business across the Humber region.

From tech start-ups to traditional industries, women in Hull are making significant strides, demonstrating leadership, innovation and a strong entrepreneurial spirit.

The city, known for its resilience and sense of community, offers a supportive backdrop for female entrepreneurs and business leaders. These women are not just participating in the business scene – they are actively transforming it, bringing fresh perspectives and driving change. Our focus on women in business here aims to celebrate their successes while also acknowledging the challenges they face.

We feature stories from various sectors, and each is a testament to these women's determination and hard work, highlighting how they have made a lasting impact on their industries and the local economy. We hope their experiences serve as motivation for future generations of women in business, showing that with the right mix of passion, perseverance and support, it's possible to achieve great things.

We want to recognise the vital role that women play in enriching the region's business landscape. Their contributions are not just beneficial for their respective fields but are also crucial in fostering a more inclusive and dynamic business community. ♦



*Women
in Business*

Lisa Dawson

Director of Run With It

Lisa Dawson is the director of the education charity Run With It.

Run With It's motto is "learning for life" – and Lisa has helped the charity grow over recent years to develop a fantastic reputation.

The charity now operates through four education centres across Hull and the East Riding, delivering literacy, numeracy, work-based skills and physical and mental health and well-being. The power of Run With It is education

outside the everyday classroom using inspirational yet real-life environments such as sports

stadiums and shopping centres to inspire and motivate learners.

Lisa started off teaching secondary school and post-16 education after completing her degree in Leeds, but it was her love for learning outside traditional classroom-based methods that led her to the charity. Lisa has been running the charity since 2017, and has helped it grow from its original centre at the MKM Stadium in Hull to three additional ones in east Hull, Beverley and Bridlington.

Lisa and the team are currently in the process of planning their forthcoming gala fundraiser on May 10. To get involved in this or find out more about charity, don't hesitate to get it touch. ♦





Sue Altass

Co-founder & Director of Inspire Ignite

What made you decide to start your own business?

I trained as a mental health nurse to try to change the perception of how mental health in the community was accepted, and after 24 years working for the NHS, felt I needed to have the freedom and autonomy to make a difference (I was never good at bureaucracy, which there was a lot of to make change in the NHS).

Around my kitchen table both Hannah Cheshire, friend at the time and now business partner, and I decided we could make a difference by supporting the younger generation to understand "what makes them do what they do" – in other words, their emotional intelligence, and how it can help them reach their potential alongside any other work or sport they want to achieve in.

What makes you different?

Inspire Ignite believes everyone from an early age should have an understanding of "what makes them tick" so that they have a choice of how to reach their potential. I am fascinated and passionate about how a combination of psychological and learning techniques can influence the next generation in being confident, self-aware, motivated leaders of change. The talks, training and support we offer create a positive impact on a person's wellbeing now and in the future.

What advice would you give someone considering starting their own business?

When starting your own business, the most important investment is your time. Use it wisely and be authentic. Who knows you is

more important than who you know. Be confident, feel motivated, and stay focused on the why. ♦

Inspireignite.co.uk



Hannah Cheshire

Co-founder & Director of Altass-Cheshire

What made you decide to start your own business?

In 2015 I was sitting in my office at work and thinking, "I want to be at my daughter's 21st birthday party." (She was seven at the time and I truly thought my work-related stress levels were going to kill me – no exaggeration!)

What makes you different?

I qualified as a social worker in 2000 and gained a Master's degree in 2013 – as a dyslexic that's no small thing. Being resilient is not something I would class myself as, but I guess I am. I am passionate about being able to see the good in people, being able to focus my attention, and being able to listen and support people to be heard.

Sue Altass and I set up our first company, Inspire Ignite, in 2014. Sue is

the "Yes, definitely" person, and I am the "Oh, no, let's think about this" person.

As a nurse Sue was asked to do one mental capacity assessment and thus was born Altass-Cheshire. Being in business with a "yes person" is amazing, and I love working with Sue, we balance each other. It doesn't mean we always agree, but it does mean that we are different, and different in my world is good – it enables creativity and thinking things through in a multi-faceted way.

What advice would you give someone considering starting their own business?

If you want to be successful, plan, review and adapt. Get a marketer and follow their guidance. Do it. Remember: "find a job you love and you'll never work another day in your life." ♦

Altass-Cheshire.co.uk





Catherine Bishop

Chief Executive, Tigers Sport and Education Trust, Hull City

Catherine is passionate about the importance of the role the voluntary and community sector can play in our local economy and in particular tackling health and economic inequalities. Throughout her career there has been a clear theme of creating programmes which enable people to realise their potential and improve their wellbeing through investment, enhancement and equality of opportunity in their communities.

Prior to joining the Trust in 2019, Catherine was a Director of EN:Able Futures which she co-founded in 2013, a social enterprise established to support the creation of construction apprenticeships across the Yorkshire & Humber Region. She has also held roles as Director of Programmes at the National Youth Agency and various senior positions with other organisations notably related to social-economic regeneration.

Since 2019 Catherine has been leading the Tigers Sport and Education Trust which is the affiliated charity for Hull City football Club, using the power of the Hull City 'badge' to support people and communities beyond the 90 minutes on the football pitch. The Trust prides itself on offering creative and innovative provision to support people in schools and communities to live active, healthy and happy lives; continuing to adapt to the ever-changing operating landscape and supporting over 30,000 people every year. Throughout her career there has been a clear theme of creating opportunities which enable people to realise their potential with links to 'place', stemming from her interest in the interaction of 'people' and 'place'. Catherine has been an active HEY LEP Board member over the past few years, representing the VCSE sector and a member of Employment and Skills



Board and has recently joined the Forum board as a Trustee to support VCSE infrastructure across the Humber.

Since joining the Tigers Trust, Catherine has represented the Yorkshire and Humber football community organisations on the national EFL Trust Advisory Group which represents all 72 EFL Club Charities and is an active member of the female Head of Community network nationally. She is a 'values' driven leader with a curious mind and a wealth of relevant knowledge and experience from across the charity, business and public sectors and an innate ability to 'make things happen'. ♦



Alison Ellis

Care to Talk Limited

When you leave full time employment to start your own business it's a huge gamble for anyone, and looking back on it now, I wonder how I was so brave. I'm a single mum and then had two school aged sons. I had a mortgage and absolutely no other income. But I was absolutely buzzing! August 2024 will see Care to Talk's 9th birthday and I couldn't be more proud. I very quickly knew I didn't want to employ people as I give a very personal account management service and I've never wanted to dilute that by expecting anybody else to live

up to my very high standards.

I supply business mobile phone contracts from EE, Vodafone and o2, putting the contract together and giving full customer service throughout the contract term. I work together with my clients to deliver a tailored solution and work hard to keep my customers happy and loyal. I also provide BT Cloud Voice and associated products and services.

My clients vary from large national companies with complex mobile requirements who deliver services nationwide and with international interests, to local businesses with very limited budgets and a need to ensure the very best value for money. ♦

CHILDREN'S UNIVERSITY WINS TOP AWARD FOR SHORT FILM



PROUD: Rose James (holding award) and Jo Coates of the Hull & East Yorkshire Children's University, with broadcaster and entrepreneur Saira Khan (left) and Charity Film Awards host, comedian and actress Ellie Taylor (right)

The Hull & East Yorkshire Children's University is celebrating after winning a national award for one of its short films.

CEO Rose James and Jo Coates, university liaison officer, attended the Smiley Movement's Charity Film Awards 2024 in London's Leicester Square.

The charity's film, An Introduction to Hull & East Yorkshire Children's University, was up against 15 other charities in the £450k-£1million turnover category.

The film had been shortlisted thanks to the votes of supporters in the lead-up to the event, but on the night the decision came down to the panel of expert judges – and they named it the winner. HEYCU is the first Hull charity to receive the accolade.

Hundreds of people from the third sector joined a host of celebrities at the awards, as well as 250,000 people watching the livestream, to celebrate charities and the films that highlight their work.

This year's awards saw record numbers of votes and people attending the event.

HEYCY worked with Influence Media on the film to highlight its work in inspiring local children growing up in disadvantaged areas who may not have the same opportunities as others.

Rose said: "We are delighted that our film resonated with the judges and are incredibly proud that it has now been viewed by so many people across the country.

"Being shortlisted was so exciting but winning this award is the cherry on the cake and a fantastic achievement for the entire team."

To watch the video, visit Hull CU on YouTube.

Amy Gray, Chartered Financial Planner & Wealth Manager, and founder of Amy Gray Wealth Management has just been recognised as a Vouchedfor Top-Rated Adviser for 2024 as listed in The Times and also a finalist for Chartered Financial Planner of the Year. Working with clients across Yorkshire, here she shares her insights into how you can be better financially prepared for your future.



Are you financially prepared for a 100-year life? In an era of extended life expectancies, this question is a scary thought, but more pertinent than ever. If you want to embrace the present while helping to secure a comfortable future, the answer lies in proactive wealth management that empowers you with financial confidence, so you're able to take charge of your financial journey now rather than waiting until later.

And while everyone's financial path is unique, the most impactful wealth management approach revolves around building lasting relationships with a financial adviser you can trust to support you throughout your lifetime.

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At Amy Gray Wealth Management, our commitment extends beyond managing investments; we strive to understand your dreams and aspirations. Whether you aim to build a diversified portfolio, secure a prosperous retirement, create a lasting family legacy, or provide protective measures for your loved ones, our comprehensive approach is tailored to your unique goals. I want my clients to feel empowered to be able to spend in the present, knowing what they need to save for the future. It's all about balance.

The question isn't whether you can afford wealth management - it's whether you can afford not to.

Contact us today to discuss what you can do to prepare for a long life with the peace of mind your money will be there to support you now and in the future.

The sooner you take control of your financial future, the greater the potential for a century of prosperity.

The value of an investment with St. James's Place will be directly linked to the performance of the funds you select and the value can therefore go down as well as up. You may get back less than you invested.

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SJP Approved 11/4/24



'I empower people to unleash their potential'

Gemma Wardell's journey towards launching Human Brilliance has been shaped by years of overcoming serious physical and mental health challenges. She talks to *Sam Hawcroft*

In her early 20s, Gemma Wardell was living a fast-paced, fun-filled life in the catering and events business, working hard and partying harder – until she was stopped her in her tracks by a life-changing illness.

She had picked up a virus, but far from being a common cold, it would end up leading to a 10-year road to recovery.

"My whole world was turned upside down. I was pretty much bedbound for the first couple of years," Gemma says. "I was in an isolation unit in Castle Hill, I lost loads of weight, I had chronic pain, and was unable to do much. I remained ill for quite a long time, and I was left with ME, or chronic fatigue syndrome, that took years to get over. The virus had essentially gone, but my body didn't recover in the way that it should have done."

During her recovery, Gemma tried all sorts of remedies, from the routine to the more experimental in her quest to regain her health. She believes that working on her mental health had by far the most impact.

She began investigating the role of the mind in physical symptoms and studied mind/body psychology, and as the years went on she slowly recovered, to the point where she was able to train as a psychotherapist. She spent some time in London working at a clinic where she'd received treatment herself, helping to develop programmes for people suffering with ME, fibromyalgia, and chronic fatigue and pain conditions.

Gemma had always wanted to return to Hull, and she says she felt passionate ►

about bringing the level of care she'd received in the capital back to her home city, where at the time the support available was very limited.

Gemma is now a registered and accredited psychotherapist in Hull and has been involved in setting up services locally for those with chronic conditions, as well as a variety of other mental health services.

After many years of working within private organisations, the NHS and within the voluntary sector, Gemma took the decision to set up her own company, Human Brilliance.

"I became interested in organisational psychology and began to train in the organisational field of transactional analysis, which is a model used in psychotherapy, training and organisational work – I have a passion for training, and alongside my work at Human Brilliance, I teach and train counsellors and psychotherapists from the beginning of their training journey to them gaining a level 7-accredited qualification. My career has moved on from working in clinical settings now to working with individuals and organisations, supporting and resourcing them to understand themselves, understand their strengths, understand their barriers and cultivate great mental wellbeing. I love helping people to become the best versions of themselves."

Gemma stresses that the "work person" and the "home person" are not indistinct – people are "whole", and their professional and personal issues are often complex and interlinked.

“*People can, and do, overcome all kinds of challenges in their lives. Through my work I see that life events affect people professionally, and work events affect people personally.”*

"What has always struck me," she says, "is the innate brilliance within humans! People can, and do, overcome all kinds of challenges in their lives. Through my work I see that life events affect people professionally, and work events affect people personally."

Human Brilliance, is, Gemma says, a combination of her life and work experiences – and her direct experience of illness gives her an added insight into the power of the mind and the link between thoughts, feelings and behaviour.

"As an employee, being ill wasn't great. And it's not because the employer was awful, it's because they didn't know what to do. They didn't know how to support me. So Human Brilliance is my own recognition of all the different parts of my journey so far. And how, in business, the mental wellbeing of individuals and teams makes the difference between whether or not a company is successful – how happy and well the people in a business are will directly impact on how effective they are. The research proves this time and again."

Gemma hasn't had to do much advertising to date, as there's clearly a demand for the services she provides. Companies have approached her to work with individuals or teams, and her sessions can be tailored to their needs.

Human Brilliance offers training programmes, coaching sessions, and personal and professional development sessions, alongside its psychologically informed coaching service Brilliantly You! This is a mental wellbeing service available to organisations that are invested in supporting their people.





"We believe that employees have a responsibility to themselves to maintain great mental wellbeing," says Gemma, "and we also believe that employers are instrumental in offering ways to support great mental health. Brilliantly You! provides just that – a service that employers can offer their employees when times are tough, whether that be a work-related matter or a 'life' matter."

Organisations can buy a number of sessions per year (based on the size of the organisation) which its employees can access as and when they need to. They might have a difficult work situation they want to work through, a bereavement at home, or they might recognise they are struggling with anxiety, lacking in confidence, or perhaps feeling burnt out.

"Human Brilliance is about modernising an approach to mental wellbeing," Gemma adds. "It is about moving away from long waiting lists and the need for loads of assessments before being able to access support. It's about helping people now, and not when they have already reached crisis point. It's a modern-day approach to supporting health and wellbeing within an organisation."

The USP of Human Brilliance, Gemma says, is that the team are extensively experienced and fully qualified to work to support those with mental wellbeing challenges. "All the work we undertake is psychologically and ethically informed, and backed up theoretical understanding."

Human Brilliance works with a range of companies and organisations, from voluntary, community and social enterprise (VCSE) to the public and private sector. "We have delivered training programmes to chief executives, senior leadership teams, staff teams and individuals, supporting, resourcing and challenging them to grow and develop as human leaders. Leading from the Inside Out is one of the programmes that we offer – it focuses on knowing and leading yourself, really understanding what your strengths are, what your barriers are, what energises you, what holds you back, and what impact you can have, to be the best version of you. I've also worked with Amelia Caruso and her team, at Alessandro Caruso Architects [featured elsewhere in this magazine]."

Gemma's illness also informed her attitude to setting up her own business in the first place – being out of action for so long fostered a "seize the day" mentality. Having had such a limited life for so many years, she knows more than many that life is indeed too short to not just go for it.

"At one point the consultant said I would be unlikely to recover and would need a wheelchair to partake in day-to-day activities. Because I've worked so hard on my own recovery, I believe that you've got to take risks – you've got to show up and live your life. A lot of it is mindset. Even the risk of starting a business is mindset. It's about self-belief and about being courageous."

She's just begun to embark on the "let go to grow" stage, which is new to her as she builds her team up. "It's actually the one of the biggest struggles for me right now," she admits. "I was wearing all of the hats – doing everything from the accounts to the social media, seeing the clients, pitching for the work, writing the proposal, everything. I'd like to scale the business – put myself and ▶

Human Brilliance out there and grow the company this year. But one of the most difficult things is letting go and being able to delegate. I've just finished interviewing for consultants and administrative support, which feels like a big step! It's having the confidence to really push the company out there and believe in my own brilliance."

Gemma is keenly aware that she needs to continue to look after her own wellbeing. "We're trained as therapists to really make sure that we take care of ourselves so that we can show up fully for other people. I live my life in a different way now – I eat healthily, I prioritise sleep, I make time for me and fun stuff, and I know when it's time for me to take a day off and go for a walk on a beach, or go into a rehearsal studio and belt out some tunes (I love singing). I'm not immune to feeling stressed and anxious. It's tough

being in business. It's tough thinking about where the next contract is coming from. It's tough thinking about whether you'll get enough companies signing up to your services this year, and whether you can afford your office rent.

"I've learned the hard way to really account for myself and take care of myself. I suppose what I experienced was burnout on a massive scale, so for me it's about knowing what led me down the path of burnout, what factors contributed to my experience and how to change my thoughts, feelings and behaviours to ensure that I never end up there again. The NHS tends to provide services once someone has already been struggling for a long time. Human Brilliance is more about the other end of that – giving people the education and tools, and empowering them to be able to take care of themselves."

A project that Gemma was working on as this magazine went to press was *Leading Ladies*, about supporting women in leadership with her colleague, Felicity King. She makes an interesting point about the 40-something generation being expected to "have it all" – but also "do it all".

"The generation before us couldn't have it all. And then the generation after us, they can have it all, but they don't have to do it all. The 'have it all, do it all' mentality means that we're often really busy and we're not taking care of ourselves, meaning that we are probably struggling with anxiety and/or burnout or other kind of mental health issues that we're not fully aware of. And we just carry on! Because it's expected – it's the norm."

Ain't that the truth. Best shut the laptop and go for a walk... ●



DAB+ DIGITAL RADIO CHOICE COMES TO THE HUMBER REGION



Coming soon is a new Digital Radio platform set to give increased listener choice, together with better quality sound and reception. We find out more.

West Hull FM, in partnership with Like Media have won the license to operate the new DAB+ digital service which is getting ready to launch in mid-April.

Richard Moore, Director at West Hull Community Radio said "We have been continuously broadcasting to our city as West Hull FM 106.9 for the last 17 years. Digital Radio has been taking over FM over listenership during that time, particularly in cars where it is now a standard fitment. Digital gives a clearer signal, with no static hiss or interference unlike FM.

It is very exciting to be launching our digital radio platform in the Hull area, which will extend our reach across Hull, Beverley, Holderness, and North Lincolnshire. Digital is the future of radio and will allow us to add more facilities, such as interactivity in the future. In the home we are seeing the growth of listening online via smart speakers.

In recognition of our relevance to the region, we will be rebranding and launching the station as 'Humber Wave Radio' across all our platforms, including 106.9 FM. We are thrilled to be the first local community station in the region to broadcast on DAB+.

Adey Wright, co-director at the station added "As the region's biggest community station, we have benefitted from other radio stations like Viking pulling out of the city - or in the case of the BBC reducing staff costs in favour of the internet. We broadcast 24 hours a day, and are excited to once again be pioneers in broadcasting the first truly local digital service to Hull, East Yorkshire, and North Lincolnshire as Humber Wave Radio".

Humber Wave Radio is supported by a 'volunteer army' of amateur and professional radio presenters who produce professional programming for the surrounding communities. As well as talk, news, sport, and local information, Humber Wave Radio plays classic hits from the 1960's through to best new music of today.

The population of Hull and Beverley is just short of 300,000 people, with more across the wider area. The latest ONS data (2021) shows that the largest age group in our region are aged 50-59 years, a generation that grew up on the 60's, 70's and 80's and embrace radio. There is also a larger than average number of those aged 37-59 in the City of Hull.

You can support your local station AND get your message heard by a potential 200,000 households in our broadcast region. Advertising packages start from as little as £150, and now is a great time to harness the energy and attention

"West Hull FM is rebranding as Humber Wave Radio on DAB+ and FM in recognition of our relevance to the wider region"

Humber Wave Radio is gaining for your own product or service.

Radio is a trusted friend, and advertising on it reaches everywhere - at home, in the car, at work. Unlike TV advertising, your potential customers can't simply fast forward your ad! In recent study funded by Ofcom, participants agree they trust content heard on local community radio, and sometimes trust it more than that heard on national radio.

Contact sales@humberwave.com or call 01482 534 327 for further information, or download a rate card online at: www.humberwave.com





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As a long standing business of almost 33 years, never before have we seen a greater need to deliver the very best levels of customer service

Businesses must prioritise great customer experience...

In an time where customer expectations are higher than ever, delivering a high level of customer experience, or 'CX' as it's now commonly known, isn't just a nice-to-have; it's a business imperative. Companies must prioritise customer satisfaction to maximise loyalty and advocacy and drive sustainable growth and profitability.

For these reasons, and most importantly, ensuring all at Cobus deliver an exceptional service, we have invested in a dedicated 'Customer Experience Manager'. This position will play a pivotal role by championing a customer-centric mindset, fostering cross-functional collaboration, and leveraging data-driven insights, all with the ultimate objective of ensuring every interaction with our customers is exceptional. Georgina Bishop has a wealth of experience and in-depth knowledge of people management, customer service, and the implementation of innovative and improvement procedures.

In today's business landscape, where technology continues to reshape industries at breakneck speed, the delivery of unparalleled customer experience cannot be overstated. Whether in the technology or any other sector, companies that prioritise customer satisfaction are not only surviving but thriving.

In the telecommunications arena, few innovations have had as profound impact as Voice over Internet Protocol (VoIP). Since its inception, VoIP has fundamentally altered the way we communicate, especially from a business perspective. From cost savings to

enhanced features and its ease of deployment, VoIP has reshaped the telecommunications landscape in ways previously unimaginable. Here at Cobus we have seen greater change in the last few years than the last three decades.



That need for change is set to continue with the national switch off that will see all primary network providers [KCOM/BT etc.] already working towards an accelerated and planned phase-out of traditional telephone lines by the 2025 deadline.

Businesses will be forced to transition to VoIP/Hosted/SIP; it is no longer just a matter of convenience but a strategic imperative for businesses looking to thrive in today's digital age. With its cost efficiency, flexibility, scalability, advanced features, and reliability, VoIP offers a comprehensive communication solution that empowers businesses to stay connected, productive, and competitive in an increasingly interconnected world. By embracing VoIP, businesses can unlock new opportunities for growth, innovation, and success, positioning themselves for long-term prosperity in a rapidly evolving business landscape.

To support our current and future customers on their journey to a more cost effective, flexible telephony solution, our newly appointed Customer Experience Manager will be there to strategically plan these interactions, ensuring that the transition is a smooth one.

In essence, our investment and commitment in delivering exceptional customer experiences is future-proofing the business in an increasingly competitive and customer-centric landscape; and will remain at the top of our agenda for 2024 and beyond.



Why not make the change now (before the network is switched off!) and contact our dedicated and award-winning team today on 01482 225666. ●

SYSTEM Q - EMPOWERING INNOVATION AND PERSONALISED CCTV SOLUTIONS

System Q stands out in the CCTV industry as an agile and innovative player, combining technology manufacturing and software development. By developing their own software and firmware, and crafting bespoke products, they have differentiated themselves from traditional CCTV providers.

Instead of relying on established CCTV brands, System Q chooses to focus on creating tailored solutions that meet the unique requirements of the UK and overseas market. This strategy enables them to avoid the constraints of global products, allowing them to respond more effectively to the needs of their customers and stay ahead of the innovation curve.

System Q's dedication to innovation is exemplified by their in-house developed retail loss prevention software Forecaught, something which is not commonly offered by other companies.

By constantly pushing the boundaries of CCTV technology, System Q has become a trusted partner for customers by prioritising innovation and personalised solutions, challenging the status quo set by traditional distributors and their limitations.

Innovations such as hybrid DVRs, IP Mule devices that enable easy migration to IP CCTV, and advanced software features really show System Q's commitment to overcoming industry limitations.



Poised for a promising future, System Q continues to push boundaries with a customer-centric approach, ensuring installers have the tools to thrive in a rapidly evolving market. ●

To learn more about System Q's innovative solutions and unique approach, visit their website at www.systemq.com

The drive to victory

The Tigers Trust is thrilled to announce a Charity Golf Day on Friday 5th July

The Tigers Trust (Charitable arm of Hull City Football Club) is delighted to announce an upcoming Charity Golf Day set to take place on the distinguished grounds of the Brough Golf Club, scheduled for Friday 5th July.

This eagerly anticipated event promises to deliver an afternoon of excitement and camaraderie, starting at 1pm with a captivating 18-hole shotgun tournament. In this unique format, all participating groups,

each consisting of four players at a fee of £200 per group, will tee off simultaneously from different holes, creating an exciting atmosphere.

With a cap set at 20 teams, participants not only have the chance to showcase their golf prowess but also indulge in a sumptuous BBQ experience included in the ticket price. As the day unfolds, competitors will vie for special prizes, adding an extra layer of competitiveness and fun to the occasion!

Furthermore, exclusive sponsorship opportunities are available for those wishing to elevate their involvement in this unique event. For further details and inquiries regarding sponsorship events, please reach out to: gemma.hare@tigerstrust.co.uk

We extend an invitation for you to join us in what promises to be an exhilarating day filled with spirited competition and authentic companionship, all in support of our mission to make a positive impact through sports and education.

Your valuable participation will directly contribute to our efforts in supporting the health and wellbeing of individuals throughout Hull and East Riding, making a meaningful difference in their lives.

Come be a part of this memorable day and help us turn it into a resounding success!

Please visit www.tigerstrust.co.uk and visit our social media platforms to keep up to date with our upcoming fundraising events and information of all the Tigers Trust's sessions and community work. ●



TIGERS TRUST



BUILDING FOR THE FUTURE

Alessandro Caruso Architects and Interiors Ltd is celebrating 10 years this year. *Sam Hawcroft* talks to founders **Alex and Amelia** about their journey so far...

Growing up, architecture was all Sicilian-born Alessandro Caruso ever knew. He was steeped in his father's family business from an early age and, later in his life, he'd often meet people who remembered him as a child playing on construction sites.

Not surprisingly, this sparked his passion for the industry – and he sought to follow in his father's footsteps. But it was while he was at university in Palermo that a serious motorbike accident forced him to halt his studies for more than a year.

During long hours confined to a hospital bed, Alex began to foster

what he calls "a genuine interest in healing architecture" – how one's surroundings can be as crucial to recovery as medication. It gave him the opportunity to gain invaluable insights from the health professionals treating him, too.

After he eventually completed his degree, Alex went to work on a part-EU-funded architectural placement in Madrid – which is where he met his future wife and business partner, Amelia. However, they were only together about nine days before he had to return to Sicily, so the pair were in a long-distance relationship

for about 18 months before Amelia decided to relocate to Sicily.

As much as she loved the island, she struggled to find permanent work there, so, in 2001, the couple decided to try moving to England for a month to see how things went. Alex sent his CV around architectural practices around the country, from London to Bristol and Glasgow – but the first job offer he received was from a Hull architectural firm.

This was somewhat ironic for Amelia – born in Hull, she'd grown up in Doncaster before returning to her home city to study at the University ►

of Hull. She says she'd been "quite looking forward to going somewhere different" with Alex, but acknowledges that the city has a way of drawing you back... again and again.

The couple had a three-year spell in Darlington, County Durham, but Hull came calling once more when Alex was invited to become a partner at his old firm. This was, he says, as close as could be to having your own business – but as time went on, he increasingly felt the need to strike out on his own. He needed more freedom of expression, or "space to dream", as he puts it.

This was news to Amelia, though. "We had just broken up for Christmas and I had a glass of wine in my hand. I nearly dropped it when Alex said, 'We need to start up our own company.'"

Thus Alessandro Caruso Architects (ACA) was born around their dining-room table

at the beginning of 2014. At the time, the couple had two young children, and because Amelia was only working part-time and Alex already had his previous shareholder loan to pay back, they were unable to apply for any additional finance. The two-week holiday they'd booked in America was cancelled – and they ploughed "every penny" of their life savings into the venture.

"Everything just seemed like obstacle after obstacle," says Amelia. "We borrowed a little bit of money from both our parents and at one point we thought that we were going have to sell the house, move schools and disrupt the kids. We went nine months without taking any money, and just lived off our savings. It wasn't until the November that we took our first wage. There were a lot of challenges that first year."

After the first six months, though, Alex "wavered" and, in search of financial security, he began to explore employment with other practices. He had a couple of interviews for senior positions – but he could never quite find the "courage" to tell his potential employers that he was going to drop his own business. "I told them my practice would keep going, no matter what," he says. "I didn't feel that I could be anything but honest about that. I think those nine months were a way to test our willingness to go ahead and try to make this work."

It was also a test of their relationship, adds Amelia. "Everything I'd done up to that point was teaching, so I had to jump into a completely different industry. I knew nothing other than being married to an architect, and I felt like an imposter because I didn't know enough about the industry. It was almost like when we'd first met and had that 18-month long-distance relationship – we could easily have given up and said, this is not going to work."

Another challenge was the retirement clause from Alex's previous practice, meaning he had to seek work outside of Hull, but this worked in his favour, as his name started to become known more widely because of his specialism in healthcare.

"This gave me the opportunity to go and talk to people I had not talked to before," he says. "The specialism in mental health and dementia was always there, and it allowed us to build on that. Over the past 10 years, the challenge of competition has always been able to be overcome by focusing on research and development."

"One of the first projects we got involved with was an extra care development with patients that had various degrees of dementia. We worked through all the research we had come across. I was an associate of the University of Stirling at the time, and as we developed the full package for the client, we were then able to share the knowledge we had gained at a number of conferences – which further solidified our position as a specialist that could be accessed more for the knowledge that we could bring to the table than for the competitiveness of our fees."

ACA's design for the multi-award-winning Allam Diabetes Centre in Hull was to really put them on the map in the industry – and ►

“Everything I'd done up to that point was teaching, so I had to jump into a completely different industry.”







it turns out that the late Dr Assem Allam literally had a hand in it.

"That's a fantastic story," says Alex. "We were one of four practices invited to tender but we came second, losing out to a practice outside the area without the health specialism but with a 100-plus staff count. But as the initial design developed, Dr Allam wasn't happy with what was being offered, so we were called in by the Trust to see whether we were able to satisfy his aspirations.

"When I first sat down with him, there was an immediate spark of energy. I was sketching out some ideas – as I usually do – and at one point Dr Allam asked me for the pen. Both of us started playing with sketches and bouncing ideas back and forth. It worked really well.

"We already had an established relationship with the Trust, and it was just a matter of developing that. And, like most of our projects, it was the relationship that made the difference. And in this case the benefactor was instrumental in the project – Dr Allam wanted it to be a world-class building in a prime position, the main artery going into Hull Royal Infirmary."

The Allam Diabetes Centre has

generated more interest in ACA locally, too, adds Amelia. "Although we were used to delivering that kind of scale of project outside Hull, whenever there was a prestigious project to be designed in Hull, there was a tendency for clients to straightaway look for architectural practices in Sheffield, Leeds, or beyond, and not within the city. But now we've proved that there is a local, talented option."

ACA works on projects of all sizes from small hospital ward refurbishments costing £50,000 to large-scale, multimillion-pound projects such as its latest design for a new £19m Community Diagnostic Centre in Scunthorpe, which won a World Design Award in 2023 before it had even been built. "It's more about our passion and wanting to change something for the better, rather than the size of the project," says Amelia.

They have recently begun to diversify into business interiors, which draws on the company's founding principles – how a person's surroundings can affect their wellbeing.

"We spend about 80% of our time indoors," adds Amelia. "People are willing to spend an hour to go to a spa, for

example, to boost their wellbeing, but they don't consider the environment that they're in for 12 hours a day, and the massive impact that can have."

To that end, the company now has two brands, Alessandro Caruso Architects and Alessandro Caruso Interiors, and it has some "exciting" projects in the pipeline involving local businesses.

"The collaboration and the passion for the design is what interests us," says Alex. "We're not designing a building – we're designing an experience." In addition to a number of projects at various stages for the healthcare sector, the latest projects on ACA's drawing boards are the interior design for a commercial office and a VIP lounge refurbishment in a local arena. The team is also working on South Hunsley School in partnership with Helix to design and build a new teaching block.

The pair pride themselves on diversity, another founding principle. Most of ACA's team of experienced architects, designers, technicians and project managers joined as students with a variety of backgrounds, and over the years Alex and Amelia have worked with apprentices from Italy, Poland, Pakistan, India and the Middle East as well as the UK.

The company also strives to be at the forefront of technology, using virtual reality to offer a "full, immersive" experience to clients. They also want to embrace AI (artificial intelligence), a technology many fear – but it's about using it to your advantage, says Alex.

"Way before the pandemic, we were using technology to assist with our projects and we would like to see the practice growing with that emphasis on research while continuing to build up the technology. VR is one, and AI is another that we are exploring. One thing I'm certain of, with any technology, is that we will always remain in control."

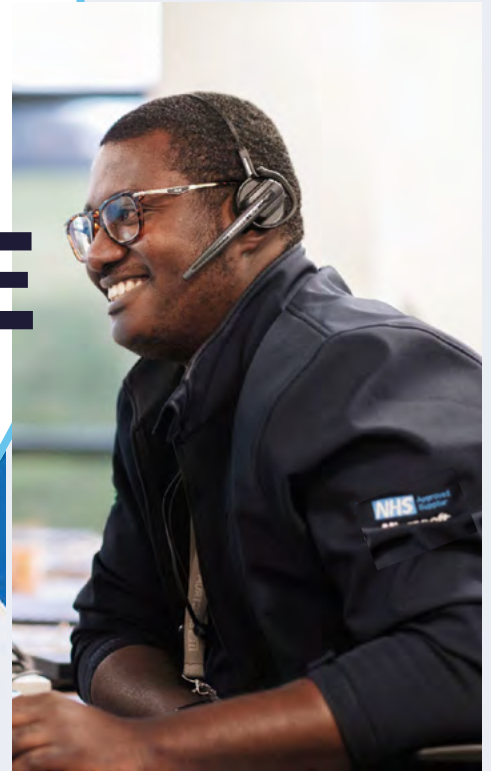
ACA has certainly come a long way from that dining-room table a decade ago – and as technology continues to advance, Alex and Amelia are now excitedly looking ahead to what the next 10 years will bring. ●

“People are willing to spend an hour to go to a spa, for example, to boost their wellbeing, but they don't consider the environment that they're in for 12 hours a day, and the massive impact that can have.”



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IT Support

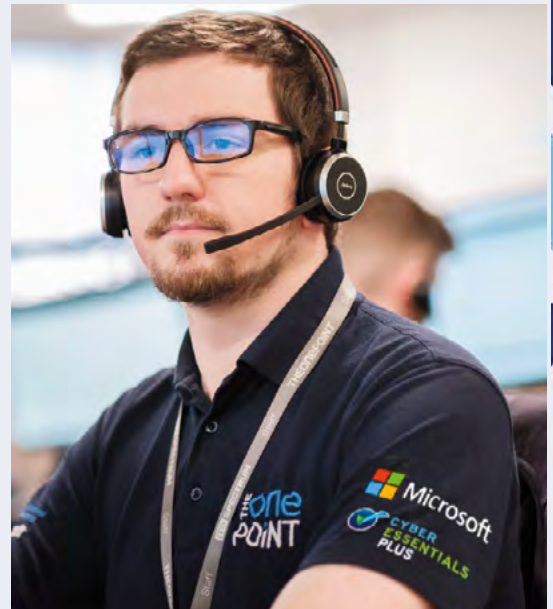


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Multiple suppliers can lead to confusion, inefficiencies, and discrepancies that limit business success.

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A BESPOKE APPROACH TO RECRUITMENT

David Lipton of Consortium Professional Recruitment is passionate about overturning the negative perceptions of the industry – and offering a true partnership service to employers, writes Sam Hawcroft...

David Lipton's journey into the professional world was shaped by an upbringing within an entrepreneurial and competitive home environment. The middle son of three boys, he was raised by driven parents – his mother being a GP and his father running his own manufacturing business.

This environment, David suggests, was instrumental in instilling some fundamental values – a robust work ethic, strong moral compass, the confidence to try things, and that hard work will pay off. These examples would set the stage for his future ambitions.

Reflecting on his academic history, David acknowledges that he learned better through the inclusion of doing and experiencing over pure textbook research, following his A-levels with a keen passion in both business and psychology.

He initially went to university to study business management with HR, but after the first year it wasn't resonating with him. "I found myself

drifting," he says. "I was spending money and time studying interesting topics, but couldn't get as excited as I wanted to be about them. I couldn't get a sense of their true impact in real-world settings. So in my second year I decided to look at opportunities in industry that might offer me real-world exposure to the topics and challenges I was interested in – which was how businesses really work, and trying to find solutions to problems."

This led David to ScanSource, an American company with a significant European presence, where he gained invaluable experience as an account manager at its Hesse office. His role involved understanding project opportunities and how software solutions, integrated with hardware, could address specific business needs.

After a year of notable revenue growth at ScanSource, he sought new challenges, moving into its emerging EPOS (electronic point of sale) portfolio. Here he was managing larger rollouts for projects associated with companies

such as HMV and Debenhams. After three years with the business, though, David felt himself stagnating again, and seeking a broader challenge to drive his breadth of experience.

Not certain of what his next step should look like, he went travelling for six months, seeking exposure to alternative cultures to spark his interest and ticking an abundance of places off his bucket list while he was at it.

Returning with renewed inspiration, he ventured into telecoms. He didn't particularly "gel" with this sector, though, craving increased agility in processes and feeling a poor culture fit for himself. He persevered for about 18 months, but found himself exploring the recruitment sector, which was how he'd found his first job.

"I explored that as an option," says David, "it ticked a lot of boxes in that it gave me the opportunity to get to know different businesses, meet a lot of different people, which I love doing, and come up with creative solutions for them." ►



David initially started working as an engineering and production recruitment consultant in 2011 – he would spend the next decade building his knowledge of different industries and processes, latterly rising to become the divisional manager across two offices covering manufacturing, engineering, production, procurement and supply chain operations and IT.

Following an unexpected sale of the company and under new leadership, David supported the transition and some of the challenges presented by the Covid lockdowns. Eventually, though, he didn't feel as though his views fully aligned with the new owners, and, rather than resist the new vision for his employer, it seemed like the natural step to strike out on his own.

"It was in 2021, towards the latter part of lockdown, we'd just had our second child and had extended the house, so I thought it was a good time to add some more stress!" he laughs. "But seriously, I felt the time was right for me to test myself in the market as much as really define under my own volition the message of what recruitment can offer to a company."

Overturning the "negative perception" of the industry was a key motivator.

"I think it's because it fundamentally operates on a transactional basis," says David. "It's a fulfillment model and not

a partnership model. The service that I wanted to offer and which, I believe, Consortium Professional Recruitment does offer, is far beyond that. I wholeheartedly believe that a recruiter can be a pivotal partner in helping a business evolve and grow in the most effective and efficient way forward. And we can offer true insight. But there aren't a lot of agencies that do offer that."

Where Consortium differs is its bespoke, human-centered approach, David adds – and in the early days, he was fortunate to be joined by two board members who "took a risk" but believed in what he wanted to achieve.

"Ours is a made-to-measure approach to recruitment. We recognise each business is different and we'll take the time to understand that. It's a depth process, and it's really just been a question of educating companies that are open to hearing about that type of approach, as opposed to the different-value proposition it offers against the mass market. 'Human first' is central to the way we operate – there's a person on both sides of a conversation.

"I've been very fortunate that, shortly after we founded, I was approached by a couple of previous colleagues, Dawn and Hannah, who clearly resonated with what I was doing, and allowed us to grow quicker

than anticipated. It was initially a stretch on time and resource, but 100% the right decision, as it has since provided us a really strong footprint that's helped us accelerate that growth from that early footing. They embody our values as much as I do and am so proud to have them on this journey."

Another key to Consortium's offering is the research that fosters a "deep understanding" of both the candidate and the potential employer. The team operates a very short list – only recommending two or three CVs based on the company's exact briefs and knowledge not just of the role but the workplace's entire structure, progression opportunities, culture and more.

"The potency of our offering is that we consult, and we offer market insight," says David. "We often find that we can help a company shape the best fit for their business, and make recommendations that would otherwise not be made. If it's a new role, we spend a lot of time consulting with companies around how to get the best balance of effect from the open candidate market – so the candidate is enriched when they join, they've got a well-aligned and exciting opportunity, while the company's getting the broadest value from one headcount, and everyone grows together. It should be symbiotic. That's a word I use



a lot, as our name spells it out – we’re working towards a common objective... it’s a consortium.”

One of Consortium’s key internal metrics is two-year retention, which is becoming easier now the company is in its third year, says David. In the second year, it achieved 30% growth in turnover and over 40% growth in its client base.

“So far, we’re very effective,” he adds. “We measure ourselves against the CIPD (Chartered Institute of Personnel and Development) standards for employee retention, which is just what the open market would offer, and we expect that, if we’ve done a good job of alignment, that we should certainly operate above 90%. Our KPI is 98%. We really don’t want problems in our appointments. We accept there’s a human variable, but it’s a very high bar.”

There has been a definite shift in employment trends since the pandemic, and David agrees that workers are far more discerning, with companies increasingly needing to adapt. “More prevalent now, perhaps, is that job seekers want to optimise to their personal situation. I think lockdown offered that to a lot of people, such as working remotely, and technology has evolved to facilitate it in a much more effective way. Businesses have had to be

agile, but not all were ready for that.”

It’s about finding a balance, he says. “We have an interesting and quite important role in bridging that understanding between businesses and candidates. Job seekers want to optimise for their own individual value, but they still need to appreciate that a company has an operating practice that serves a greater many. Someone who wants to work remotely might have a fantastic skillset that would benefit junior members of a team – the shared peer learning and sense of community could be lost in an entirely remote world. Culture is central to a lot of what we try to understand, whether it’s what works for a person or what works for a business – it’s trying to play a concert with all the relevant instruments. And that’s where we’ve enjoyed a lot of success. The companies we work with understand that they have to create a culture that means people want to work for them.”

David is also passionate about leveraging the company’s network to benefit the local market through its series of Consortium Collaborate workshops. Spearheaded by one of the directors, Dawn Parker, this initiative has so far covered a range of topics, from mental health to menopause in the workplace and plans are in place for a much fuller suite of programmes.

“We’re keen to add value back through the networks we have grown, to a selfless end in that it just benefits the industry in the region,” says David, “and we’ll continue to grow that. It’s something that’s emerging really well, and I’m super-proud of what progress is being made, notably through all of Dawn’s hard work.. It’s independent of recruitment. We pay for it; we don’t make anything from it – it’s just there for people to access.”

David is looking to double the size of his team in the coming year, as well as expanding the office at the Ergo Centre in Hesse – but he acknowledges that Consortium’s approach to marketing has not been all that aggressive, because the nature of its work doesn’t fit everyone’s model.

“We have a presence on social media, predominantly LinkedIn, and we do ask for referrals from our network of people who’ve had positive experiences with us. We probably have to invest more in shouting about ourselves, but I’m very careful that we don’t overstretch our commitments so that we have to dilute what we do for our clients. I think we’ve balanced that well so far, and we have a plan to continue to do that.”

Entrepreneurship is a learning curve in so many ways, but one thing David is working hard on is trying to take time off. “It’s something I’m trying to get better at, but certainly the first couple of years, as you’d expect, I just took it as read that you don’t have any time off, you don’t switch off. But in year two, I felt like I was too available to the business and not available enough for my family, and I’ve worked very hard on trying to find a better balance.

“I’ve got a very close relationship with my family, and my three kids. I’m very available to them, but the business is a demand on me as well, and I have had to put better protection in place to make sure that I’m actually present for bedtime and breakfast.”

How does David define entrepreneurship?

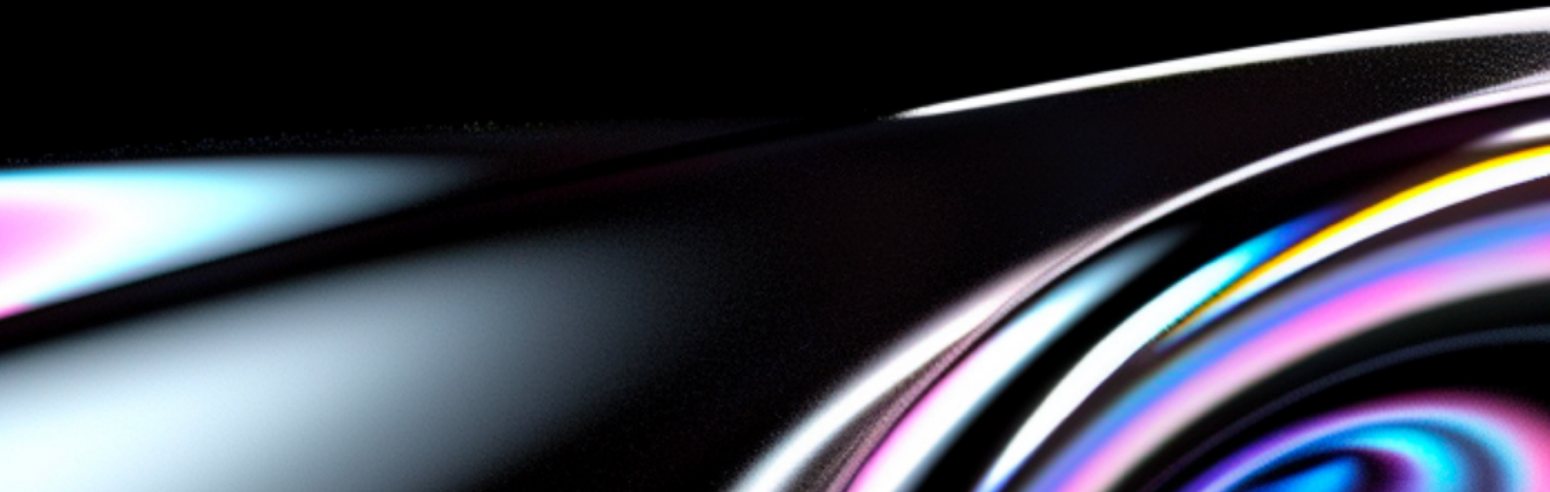
“It’s like setting fire to the raft before you even set off, isn’t it? You know there’s a problem, but you just get paddling. But it’s super-exciting. I’ve never looked back. Yes, I’ve often said, why the hell am I dealing with all of this now? And I feel the classic curve of ‘overwhelmed and excited’ – but, boy, it’s a really rewarding journey.” ●

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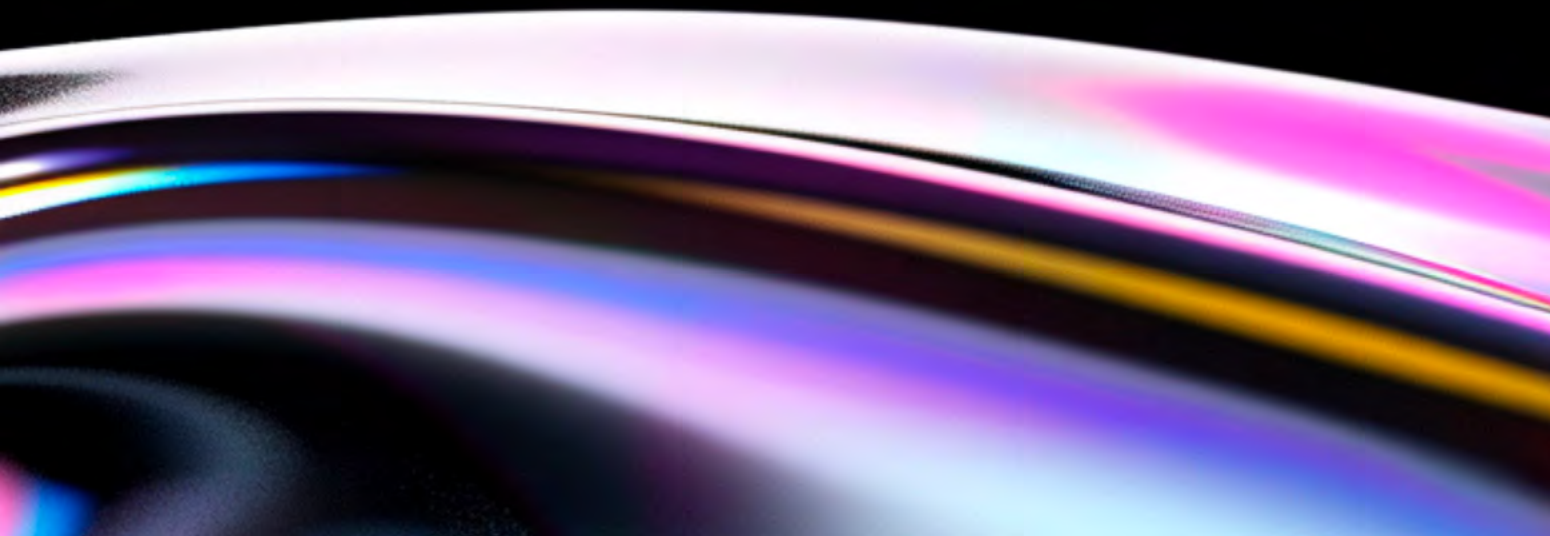
Digital Strategy

User Research

Online Marketing

Social Media

Email Campaigns



Buying or selling?

The business of sales isn't what it used to be, writes *Mal Williamson*...



You know when your mobile rings and for some reason you answer it?

"Am I speaking to Mr Williamson?"

"Yes – hello."

"I understand you have a property you rent out...?"

And that is as good as the conversation gets.

Or someone sidles up on the socials... "Hi, we really like your work and are wondering if you are available to make a film in Tunisia this year?"

And the Hooded Head-Hunter... "Mr Williamson, my client is interested in speaking to like-minded creators in the media industry. Can I pass on your details?"

Politeness and being reasonable is my first response, unless battling again with a nicotine addiction, but this soon transforms to a direct rebuff – "Are you buying or selling?"

I think this will become my normal response from now on. "Good morning – buying or selling?"



All of the above scenarios played out recently – and I was duped by all of them, stealing time. While I enjoy some level of interaction and noting the new trends out there, in film and business, I now wonder when this relationship became normal? This opening lie.

Sales used to be the start of a profitable and useful relationship but now the technology of name-and-address databases pointing at our own social media marketing has led to a binary shortcut of Yes/No. Not even a sense of "Do I want this?" but more like "Do I believe this?"

I think this loses the opportunity to discover new software, information services and routes to market. Business has become an oppositional relationship, where we will all probably lose.

There is so much digital fraud out in the open these days, where international traders can hide behind the nuisance value of trying to get redress and run a kind of numbers game that if they hassle enough people, or make a suitably designed ad, there will be enough fools like me caught unawares that it makes sense to give people a phone script, a standard email, or post someone else's product image and take the money. Zuckerberg and Bezos do not take my calls. The police are busy. But I am best mates with my digital bank's excellent card-cancelling staff. Last week the bank spent some time warning me of some suspicious payments on my account – and they had the last four numbers of my bank card along with my address. Fortunately for me the numbers were from an old card two fraudulent incidents ago. I played along with them, astounded at the nonsense they were prepared to say, and I was sure the background noise on the line was of a busy family household getting ready for school! Thing is, this approach has gone into the mainstream now. Sales openers reek of

this "buying or selling" dichotomy now.

Being fooled by a sales pitch used to be non-existent because discussions are about research, suitability and weighing up the particular offer. Again I look to the digital age where there can be many slightly adjusted tech or systems that can make the crucial difference for different customers. A new solution was always welcome and it was straightforward to assess the interest of a potential customer or the usefulness of a potential supplier.

Selling used to be about a convincing story and reasonable offer, when even a "No" was a "Not right now but please keep me on file and talk in six months, thanks." In the digital trading environment, six months is a generation away. They do not make that product any more because some whiz kid has brought out a paradigm-changing alternative to the whole process.

Buying used to be about keeping track of what advantage a competitor might get if we don't join in. Sometimes there was an easy saving to be had but other times we jump in with both feet then because of our staff training, cashflow or customer expectations we fail to make proper use of the advantage we had sought.

Today I feel every sales approach is a carjacking. Sales now is pretending to be in distress, or letting us know an indicator bulb isn't working, before a smack to the back of the head and getting dragged from your vehicle. Buying or selling... or stealing? Sales is over. ●



Mal Williamson is a festival-winning freelance film director and business coach
creatorcoach.co.uk and
malwilliamson.com



LS | LIFESTYLE

ISSUE 23

MOTORING ■ DINING

The Car of the Year: Renault Scenic E-Tech electric



With awards season in full swing, Renault is celebrating after its new **Scenic E-Tech electric** is named The Car of the Year 2024 at the Geneva Motor Show

The Scenic E-Tech electric has been voted The Car of the Year 2024. The results were announced at a ceremony at the Geneva Motor Show in February.

After the first round of voting last November, Renault's latest electric offering was chosen as one of seven finalists alongside the BMW 5-series, BYD Seal, Kia EV9, Peugeot E-3008/3008, Toyota C-HR, and Volvo EX30.

The trophy winner was chosen by a jury of 59 motoring journalists from 22 countries. Scenic came in first place with 329 points and now becomes the seventh Renault vehicle to be awarded the prestigious 'The Car of the Year' title.

Previous winners include the Renault 16 (1966), Renault 9 (1982), Clio (1991), Scenic (1997), Megane (2003), and Clio (2006).

The Scenic E-Tech electric is a fully electric vehicle. It has been developed on the medium AmpR platform (formerly

CMF-EV) and has been designed for customers looking for versatility.

Boasting zero emissions, this agile car is light (1,890 kg) and compact (4.47 m long), and is in its element on city roads.

For longer journeys, the Scenic E-Tech electric boasts up to 379 miles of range (WLTP) and has a comfortable, spacious interior along with an impressive Solarbay panoramic glass roof with polymer dispersed



liquid crystals enabling you to change the opacity of the glass one segment at a time.

The model is also packed with tech to enhance your driving pleasure. This includes The OpenR Link multimedia system, which features a 12.3 inch horizontal screen, more than 50 apps and a choice of 48 colours for the dashboard, and an all-new Scenic E-Tech electric's signature sound sequence that has been created in collaboration with renowned composer Jean-Michel Jarre.

Renault also recently enhanced the appeal and accessibility of its Scenic E-Tech electric after it was announced the 60kWh (170hp) will be available in the UK, which lowers the starting price of this innovative, family-focused SUV to £37,495 OTR.

While the availability of the smaller battery variant significantly increases the affordability of the Scenic E-Tech electric, customers still enjoy the same high levels of equipment as the existing 87kWh, 220hp model, as well as a practical range of up to 260 miles (WLTP). The Comfort Range will

be available on the techno trim in the UK.

Orders are already open for the Scenic E-Tech range, with the first vehicles arriving on our shores in May.

After The Car of the Year was announced, Fabrice Cambolive, CEO of Renault said: "This recognition demonstrates that we have made the right choices."

Could the Scenic E-Tech electric be the right choice for you, too? ●

For more information visit
www.renault.co.uk

TURKISH DELIGHT

Hull's **Asi Barbecue Restaurant and Bar** might not be as refined as some of its predecessors, but it's hard to beat for quality, flavour and value, writes *Phil Ascough*...



A couple of decades ago, Mimosa set the standard for Turkish cuisine around here. Stylish and with a bit of sophistication but not too much, it became a family favourite for us with top-quality food, plenty of variety on the menu and a big, open grill that kept the kids entertained.

When it closed, we hoped something similar would move into the unit in Beverley Road but what we got was one of those big European grocery stores. I suppose that's market forces for you, but it was such a shame. With so many continental food shops and so few Turkish restaurants a bit of levelling up would have been nice.

My first experience of Turkish food goes back a bit. In October 1987 I went with a mate to watch England beat Turkey 8-0 at Wembley. Then we headed into London to meet a former colleague who had joined The Independent, and he took us to a Turkish restaurant somewhere near his office. After a wonderful meal the inescapable conclusion was that Turks couldn't play football, but they can't half cook.

Turkey has long since addressed its sporting shortcomings and a few

years ago Istanbul made the shortlist of Olympic candidates. As I witnessed its 2020 Games bid at SportAccord Convention in St Petersburg in 2013 I was blown away by the colour and vibrancy, and by the compelling cultural mix in a city where Asia meets Europe. But Tokyo was seen by the International Olympic Committee as offering a safe pair of hands.

Greek cuisine has taken off locally in recent years but must confess to a slight preference for Turkish. I just find it lighter, notwithstanding the fact that whenever I go to Asi Barbecue Restaurant and Bar I usually find myself wondering whether I'll be able to squeeze through the doors at the end.

It was recommended to me by former Hull city councillor Aneesa Akbar, so I went along with her about 18 months ago to give it a try. I must have been back six or seven times since then with family, friends, for supper clubs and for reviews.

It's surprising how few Turkish restaurants we have in the area. There was one down Holderness Road which now looks as though it's permanently closed. Anatolia in Beverley was very good but shut down to make way for Greko, which

is getting rave reviews but which, for me, doesn't quite match up to its predecessor. I keep getting mixed reports about Istanbul, the other Beverley option, but I haven't been for a few years so need to pay another visit.

Even more surprising is that so few people seem to be aware of Asi despite the fact that the Walton Street location is busy with traffic and every week or two thousands of football and rugby fans descend on the area.

It still has the look and feel of the old Brickmakers pub, once a destination for the best of our blues and rock bands. The layout hasn't changed beyond installing the big grill and adding tables more suited to dining than drinking. The bar runs along one side of the room and is adorned with taps for Stella and Moretti, plus some run of the mill lagers. You can get bottles of Efes from the bank of fridges behind. The wine range is limited but I always ask the staff to pick out a nice Turkish red and I've never been disappointed.

The owner Ali remembers Mimosa. His building doesn't lend itself to that more refined environment and his menu doesn't attempt anything too fancy but is hard to beat for flavour, quality and value. ►



I can't recommend the hot meze simply because the cold version is so much better. Humus and cacik have a powerful kick of garlic. Asi ezme is a step up on that with the addition of chilli to a combination of aubergine, peppers, garlic, tomato, olive oil and lemon juice.

A softer but still zingy option is the sundried tomato ezme. Kisir is bulgur-based and bounces with the freshness of parsley, mint, spring onions and more. I counted 14 cold meze options priced from £3.50 to £7.50. A smart move is to order the set of five for a mere £15.95, but you'd need two or three companions to help you wade through that, the bread and the complimentary salad of leaves, grated carrot, red cabbage and

a white cabbage doused in a light, herby dressing.

The mains are magical with lamb, chicken, beef and veggie grills plus a few fish dishes. For something a bit different the beyti house special takes your regular cut of barbecued meat, wraps it in a thin lavash bread and serves it with the tang of a tomato sauce and a blast of garlic yogurt.

Desserts can be a bit of a mixed bag and a rule of reviewing is that you can't both eat the same stuff, so with baklava off the menu and my companion bagging the kunefe – a sensational sweet cheese pastry topped with ice cream – I found my options limited, although the chocolate cake with custard was very good.

Ali and his team would do well to also offer some of the desserts which are proving such a big hit at the sister dining destination, Asi Café in Jameson Street. On my latest visit there I didn't have time to try the achingly attractive lemon cream tart, so I'll just have to go again.

The only other concern, something I mention to anyone who cares to listen, is the parking. Asi has space down the side for maybe 16 to 18 cars. It shouldn't be enough for such a good restaurant and the city council could do them a favour by taking a more imaginative approach to its on-street parking restrictions. Maybe we need to get Aneesa back to sort it out! ●

“For something a bit different the beyti house special takes your regular cut of barbecued meat, wraps it in a thin lavash bread and serves it with the tang of a tomato sauce and a blast of garlic yogurt.”



A 'revolution' in local hospitality?

Phil Ascough on why the revival of Hull College's training restaurant could be crucial for the sector's future

Possibly the best news for the region's beleaguered hospitality sector is the opening of a new restaurant that is in something of an unusual setting but which has the potential to make a big difference.

Bilocca – named after Lillian Bilocca of the “Headscarf Revolutionaries” – is the new training restaurant at Hull College. At the time of writing the opening date is to be confirmed, but it's an impressive facility that should be of interest to any serious food and beverage business.

I can't remember a time when things were easy for hotels, bars and restaurants. Austerity ensured a tough trading environment even before 2016, Brexit undoubtedly made the situation worse and then the industry was decimated by Covid.

Costs of premises, utilities, products and people rocketed, revenues slumped, and lifestyle choices turned potential recruits away from a sector which generally calls for a commitment way beyond the usual 9 to 5, even extending to a passion for creativity in the kitchen and customer service across the board.

On top of that you have the well-documented troubles that have hit Hull College over the past decade. Thankfully the new leadership of the past two years has turned things round, and Bilocca provides the ideal venue to celebrate the latest Ofsted verdict of Good with Outstanding features.

Even the best restaurants need access to a source of new talent. That's why we took the Monday Night Supper Club to Elwell's, the training restaurant at East Riding College in Beverley, three years running.

I also initiated a partnership between the college and 1884 Wine & Tapas Bar. For all its awards and its status as one of the best restaurants in the region, the management recognised the need to sharpen the skills of their team and to build strong links with the people training the next generation of restaurant recruits.



Covid cut that connection and also brought the closure of the restaurant, but it was a productive partnership while it lasted and, with Hull College now inspiring confidence, it's to be hoped that other restaurants will explore alliances with Bilocca.

The fact is that hospitality has taken such a hammering that many in the industry might actually have no idea of how good or bad they are.

New operators tend to bring bags of enthusiasm but also a lack of experience. I think of them as the “MasterChef generation” – it looks so easy on the telly so they decide to give it a go. Eddie Scott is surely on to a winner with his L'Opaline Bistro in Beverley but only because he's taken his time with the project and put in the effort to learn from the best.

Another industry expert told me of the horrors they discovered after stepping into a management role at one venue in the region. Celebrations that are so important to the families who organised them were double-booked by staff who didn't understand the concept of capacity. Kitchen and bar staff were routinely coming in on their days off, not to lend a hand or top up their training, but for idle chatter

with colleagues. Just getting in the way. Others would wander around the premises during their shift, snacking and even vaping in the public areas.

They honestly didn't know any different. The previous regime had given them free rein. The new one has made big changes and it's easy to see how the business will be better for it.

Not all of the shortcomings will be apparent to the guests but they will gnaw away at the effectiveness of the business and will in time take their toll on quality of service and on profitability.

What Bilocca promises is a hands-on culinary experience that prepares catering students to work in the industry.

It will also be open to the public, and we'll be taking the supper club there to try food and drink “at affordable and appealing prices” and a menu that extends to “exquisite dishes” as it supports the “growth and development of aspiring chefs”.

Training does of course come at a cost and some employers might think they can't afford it, but the reality is they can't afford not to do it in a sector where you're only one bad environmental health rating from disaster. ●

Forward plan with our helpful

EVENTS DIARY



APRIL

- 23** Dive Deeper, Spring evening talk, The Deep, Hull
- 26** Make it in Business: Coffee (or Tea) Morning, by Hull Libraries, Hull Central Library

MAY

- 1-2** Offshore Wind Connections 2024, DoubleTree by Hilton Hotel, Hull
- 1** Makerspace Hull, Open Evening, Hull Central Library
- 1** Bookkeeping for Business: Expert Clinic, by Hull Libraries – online event, bookable via Eventbrite
- 1** The ABCs of Social Media, by Invest Hull, ergo Business Centre
- 2** Managing the top 5 sector reputational risks, by Rollits, Citadel House, High Street, Hull
- 3** Power Hour #10 – Why Creative Matters, Social, Humber Street
- 10** Make it in Business: Coffee (or Tea) Morning, by Hull Libraries, Hull Central Library
- 11** Yorkshire Heritage Symposium, Hull Minster
- 16** The John Good Group Insight – a behind-the-scenes tour of the company's HQ in Hessle
- 16** Mandy Ogunmokun's Inspirational Story, by FEO, MKM Stadium, Hull
- 16** Northern Lincolnshire Business Awards, The Grimsby Auditorium
- 16** A week in the life of your business social media accounts, by Invest Hull, Louis Pearlman Centre, Hull
- 16** Charity @TheDock Community Quiz Night, C4DI, Hull
- 18** Discover Hull College – open event, Queen's Gardens campus
- 21** Energy Efficiency 4 Manufacturing Businesses, Aura Innovation Centre, Hessle
- 22** How governing documents can improve operational efficiency, by Rollits, Citadel House, High Street, Hull

JUNE

- 3-7** Humber Business Week, various venues
- 4** Chamber Expo 2024, Mercure Hull Grange Park Hotel
- 5** Hull & East Yorkshire LSIP Quarterly Forum, Hull College
- 5** Makerspace Hull, Open Evening, Hull Central Library
- 7** The Business Day 2024, Bridlington Spa
- 7** Make it in Business: Coffee (or Tea) Morning, by Hull Libraries, Hull Central Library
- 15** Open day, University of Hull
- 17** James Reckitt Reading Conference, East Park, Hull
- 20** Networking Business Breakfast, by the University of Hull and East Riding Council, Aura Innovation Centre, Hessle
- 21** Hull and East Yorkshire Mind Hullywood Gala, MKM Stadium, Hull
- 26** Picture Perfect: Image Creation for Business Marketing Workshop, by Gary Davies Photography, Business Hive & BaseCamp Coworking Space, Grimsby
- 26** Summer Community Networking Lunch, C4DI Hull, members only
- 27** Nourished Leadership Retreat, by by Felicity King of Edwards and Pearce, and Gemma Wardell of Human Brilliance, Tickton Grange, near Beverley

JULY


- 1** Sky Up Cyber Safety Workshop, The Edge Hub, Hull
- 3** Makerspace Hull, Open Evening, Hull Central Library
- 4** Rollits annual charity golf day, Brough Golf Club
- 5** Hull & East Yorkshire People in Business Awards, Doubletree by Hilton Hotel, Hull

To have your event listed here, please email sam@bw-magazine.co.uk.

Please note, while we make every effort to ensure these listings are correct, we cannot be held responsible for changes or cancellations – always contact the venue beforehand to check.



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