



# BUSINESSWORKS

Autumn 2022 Hull and East Yorkshire

## A SOUND CAREER CHOICE

Howard Young brushes shoulders with Hollywood

## A SMART MOVE

Lana Grisina on driving the growth of Smart Temps

## PIPE DREAM

How James Walmsley turned copper offcuts into a business

# LARKIN OUT

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**bw**  
BUSINESSWORKS

# WELCOME

Last time out, in June, I briefly mentioned the cost-of-living crisis in relation to the young people who receive invaluable help from the Hull and East Yorkshire Children's University.

Since then, the scale of the crisis has become much clearer. I think back in early summer most of us were aware that things were set to get worse come autumn, but people such as Money Saving Expert Martin Lewis were branded doom-mongers for predicting a terrifying rise in 80% energy bills – and that was just for domestic customers, as of course there is no “cap” whatsoever on business energy rates.

Meals out, holidays, magazine subscriptions, the odd music gig – those little luxuries we allow ourselves now and then might have to go by the wayside as we try to tighten our belts.

It's a double whammy for small local businesses that are already being quoted eye-wateringly expensive energy rates – some more than three times what they're currently paying – and many will be forced to shut up shop if they don't get any help. A fair few already have.

This has the potential to wreak more havoc on the economy than Covid did and, as I write this, there don't seem to be many solutions on the table while those at the top play politics.

Surely the answer has to be as radical, immediate and wide-ranging as the furlough scheme when the pandemic hit. If the Government can blow £37 billion on an app that never really worked, then it can give that magic money tree another vigorous shaking.

For my part, I've been putting electronic timers around the house to turn off my standby appliances overnight, but really, that's probably going to save me the sum total of a tenner a year. We should all try to reduce our energy consumption, sure – but whatever we attempt to do is not going to make much of an in-road into such cripplingly high bills, especially if your business, by its very nature, uses a lot of energy, such as a bakery or a tanning salon.

It's hard to feel positive at times like this – but this magazine is all about positivity and stories of entrepreneurial endeavour, of which there are yet more in this issue.

And, in recent weeks BW has expanded yet again, to produce a magazine in the North East, and we're also working on the BW Humber Guide for 2023 after the success of the inaugural one this year.

Here at BW we always say we like to hear stories of overcoming challenges... well, perhaps the few months ahead will prove the most challenging yet. Hang in there.

**Sam Hawcroft, BW Editor**



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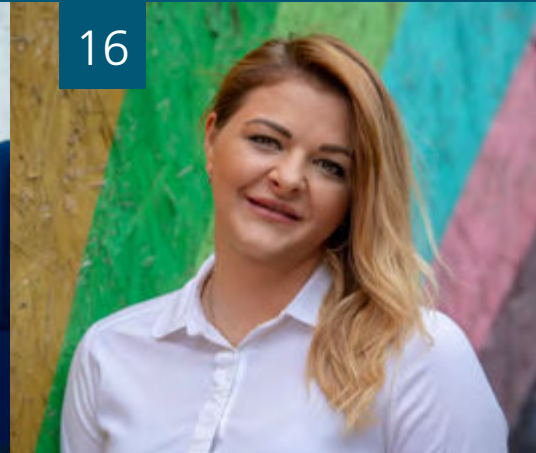
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This award winning company ensures that language is not a barrier to trading internationally

# We facilitate overseas business with our expert language services



Three decades of building expert services have led Language is Everything to become the number one choice for businesses trading internationally.

Its bespoke approach has resulted in enduring partnerships with companies in the Humber region and further afield, where it provides a full suite of translation and interpreting services. Staff at the Hull head office are the first port of call and work with more than 400 highly trained linguists who have helped the company develop a national reputation for the quality of its work.

Imagine you need to speak urgently to a foreign supplier or customer? Business packages include on-demand telephone interpreting which means you can be up and running on a call with an interpreter in minutes.

Consider a business-critical document where nothing can be left to chance and nuances of language must be communicated. In this scenario, specialist, highly skilled linguists are selected by Language is Everything and once completed, the document is often 'back translated' to the original language by a second linguist to

identify any errors or areas of concern.

Maybe you have a promotional challenge or opportunity. Stylised marketing content rarely translates directly, so you would use transcreation and localisation services to get to the heart of the brand to recreate powerful messages that are culturally appropriate.

Translation of brochure-style websites is a standard service, but Language is Everything can act as an ongoing web partner, updating web pages in any language on your behalf using your content management system.

Lloyd Tidder, Language is Everything's managing director, says: "There is much we can do to help companies trade overseas, including setting up video business meetings with interpreters and providing call centre services in other languages.

"We can create packages that enable you to control your budget and all of our services are fully managed and quality assured."

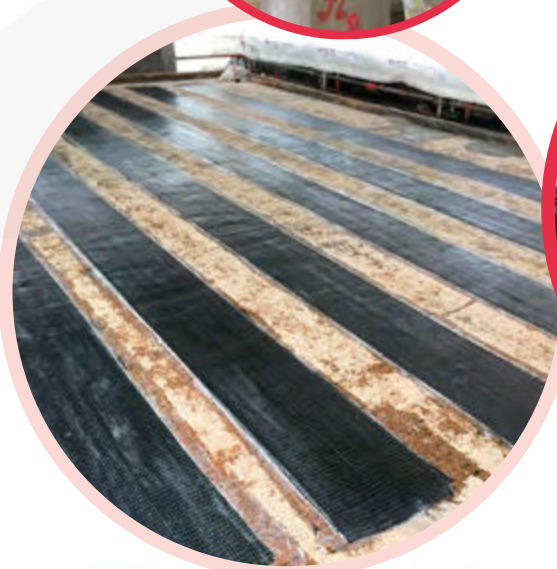
These are just a few examples of why the company has become indispensable to so many businesses.

If you thought language was a barrier to international business, perhaps it's time to reconsider. ●



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# A sound career choice

**Howard Young** started his audio production career in the USA – now he's hitting the heights of Hollywood from his boutique studio near Hull.

*By Sam Hawcroft*

**L**ike many young people who aspired to a specialism in the creative arts a few decades ago, Howard Young was told to get a proper job when he left school in 1989 – so he became a joiner.

But it wouldn't be long before his entrepreneurial streak shone through. A few years later, when the housing market crashed, he found himself out of work – so he set up his own photo printing company, called Memories, hired the necessary hardware, and based himself in the foyer of a local supermarket.

This was the mid-1990s, when digital photography was in its infancy, and before many people had decent home computers. And Howard's venture took off.

"People used to bring holiday pictures, or their old sepia photos," he says. "I could improve them, enlarge and frame them, or print them on T-shirts while they went shopping."

This went well for a few years, until he gained a green card and decided to head to the USA.

He did what he calls a few "fun jobs" in Florida – casually mentioning that he ran a speedboat rental company in Palm Beach and "delivered Corvettes for a while". However, he was still unsure of the "bigger picture" – until a friend, who had just

started lecturing at Full Sail University in Orlando, invited him to have a look around.

Full Sail is a private university that offers world-renowned courses in entertainment, media, arts and technology. "It taught all aspects of CGI animation, game design, film-making, audio and live audio," says Howard. "So I ended up going there and doing a degree in sound."

To make ends meet, he took out a small loan, got a bit of help from his father, worked within the university's phone student recruitment team for extra money, and waited tables in restaurants. "You could earn good money in tips over there, and serving customers in a restaurant environment greatly improved my interpersonal skills, as you deal with such a wide variety of people," he adds.

After he graduated in 2000, he struggled to make any headway with the university's work placement department, so he took it upon himself to ring around some local companies.

"Literally on the second phone call," he says, "I just got put straight through to this place in the back lot of Universal Studios. I got talking to a guy called Bob Bass, who was the lead dubbing mixer, just living the dream job that I wanted to do. He loved the fact I was English and we just hit it off ►







“

*If you put yourself under pressure, you get the rewards – as my Dad taught me - the more you put into life the more you get out of it.”*

J.B. COLLEDGE

on the phone. He said I could come in for the week and be a runner. The day I arrived, they asked me if I could start on 25 casual hours a week (unpaid), so I asked if I could do 40 hours. I think this helped convey my commitment and enthusiasm to the company."

After a couple of months, this turned into a paid job – and then a baptism of fire for Howard. When Bob decided to move back to Boston, it left the studio needing a lead engineer on a TV show called Ship-Shape. "It was like those DIY shows we have over here, but for people with boats. They told me I had the studio for three days, and if I could mix the first episode in that time, then I had a job!"

You could say it was a case of sink or swim...

"I spent the first two days absolutely crapping myself and trying to work the studio out! Then on the third day I managed to pull it all together and it all just worked. In some ways I wish that I'd worked alongside Bob for a few months to learn skills from him. Since then, in my whole audio career, I've never really worked

alongside anyone. I've been very isolated. It was great to have that opportunity, but at the same time, it was a bit scary because I was literally straight out of university. I managed to sort of suss it out and then slowly improve."

Howard had only intended on staying in Florida about four years, but ended up being there for seven. Then 9/11 happened, and for one reason or another work began to quieten off; Universal had decided to build another facility, which took a lot of business away from Howard's studio, and a long-term relationship with a local girl had just come to an end, so he felt he was ready to come back to England.

The best move, career-wise, would have been to head to Soho, where all the top audio facilities were, but Howard wanted to be closer to his dad, his stepmum, and the rest of his friends and family in Hull – so the solution was to work in local radio. "I could still work in a studio, but be nearer to the people I wanted to be around, so it was a good middle ground," he says.

He worked as a commercial producer at Viking FM for a few years, but was made

redundant after the station was bought out by Bauer. Then he was offered the job of creative manager at the brand-new KCFM station in Hedon Road. "That was a big step up for me, because I was in charge of hiring all the creative writers, as well as the producing."

However, things changed when the station was bought out too, by the Lincs FM Group, about four years later.

"I'd been on quite a good salary because it was an independent setup, and we were doing really good things, but they had to get rid of me eventually because they just didn't really have engineers on that kind of money. So I lost my job again."

This turned out to be a blessing, and the catalyst for Howard going it alone once more.

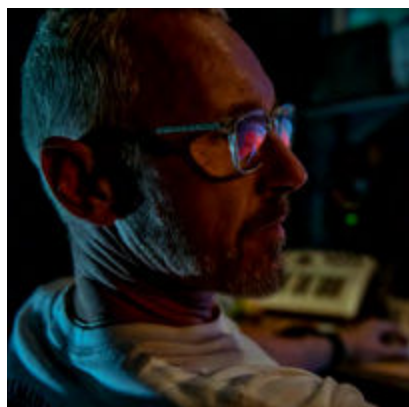
"My eldest boy had just been born, and I'd wanted to set up on my own, but I didn't really want to take the risk. But the timing was really good. It unchained me to just go ahead and take that risk, and truly go for it."

He set up in his garage as a sole trader – and one of his first clients was the property expert and broadcaster Sarah Beeny, whom he'd worked with and got to know well during his time in radio.

At the time, Sarah was renovating Rise Hall, which was documented in Beeny's *Restoration Nightmare* on Channel 4. Howard offered her his audio recording services, and it ended up being a perfect arrangement as it saved her having to go to London.

More than a decade on, he is now the director of his own limited company, Engine7 Audio, and continues to work with high-profile actors who are often based in our area, including Vincent Regan and Adrian Rawlings. "They can cut out a lot of travel by coming to me because I connect up to the studios. I've had a lot of clients that I'd met through working at the stations over the years, when I was making my own radio adverts and sound design for animations."

He gradually invested in his own equipment and rented a studio in Willerby for a few years, before a property in Ferriby came on the market. The old pumping station, with its thick concrete roof, proved to be the perfect new base. "It's literally just a big square room with a kitchen and a bathroom, and I've sound-treated it and ▶





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built a voiceover booth. It's a detached commercial studio now, which is a great step up, and it's nice for clients to come to as it's quirky and interesting."

Howard has carved out his own niche as, while there are numerous sound engineers producing local musical artists, Engine7's audio post-production services encompass bespoke sound design and voiceover services for film and TV, radio, animation, apps and websites, as well as local and national radio ads, audiobook production, and even on-hold message systems for businesses. And with Engine7, you don't just get a crackly version of Vivaldi's Four Seasons.

"I won a national award for the work I did with Swanland Primary School, where we rewrote their mission statements as though they had been written by children, and then we recorded them. So when the parents ring the school and are put on hold, they hear the children in their little cute voices reading the school's mission statements."

Speaking of accolades, over the past two decades, Howard has won eight VOX awards for outstanding creative production in radio and a coveted London International Award for production.

And in June, he hit the heights of Hollywood, in what he says was "the biggest thing I've ever done" – even though it only took about an hour, in essence.

For the forthcoming Hollywood live-action version of Pinocchio, directed by Robert Zemeckis (of Back to the Future

trilogy fame, as well as Forrest Gump, Cast Away and many more), Howard was taken on to do some ADR (automated dialogue replacement) work with its gifted young star, Benjamin Evan Ainsworth who Howard had developed a working relationship with over past months.

"I was directly on the line to Skywalker Sound (the legendary Lucasfilm guys who developed all the sound for Star Wars and the like) in California on videolink and live recording, recording, editing and hand-syncing Benjamin's voice takes on the fly, with Robert Zemeckis looking at me on the camera. I'd been told that he was a great guy, but quite challenging to work with. But the session went really well – it couldn't have gone better."

Howard has even ended up with a credit on the film, released on Disney+ on September 8. "I couldn't believe it because I've worked on loads of TV stuff and they never, ever ask your details to put on the credits because you're a third party. But this was the best credit I could ever have had, and they were forthcoming with it."

He acknowledges that a bit of "luck and convenience" was involved, with Benjamin being living a few miles away in South Cave. "He didn't want to disturb his education, so he could come and do his recording after school. And for anyone who lives in the geographical area, I can solve their problem of travelling."

Now Howard's had a taste of Hollywood, he says he'd love to do more. "Radio work is enjoyable, it's my bread and butter, but

the TV and film stuff is quite high pressure, it pushes me technically. There's a lot more to it, stress-wise, but it's a lot more rewarding at the same time. So if you put yourself under pressure, you get the rewards – as my Dad taught me - the more you put into life the more you get out of it."

But he's more than happy where he is, married with two sons and a "pretty good" work-life balance. "I wouldn't really want the London lifestyle now," he adds, "especially with two amazing and fun little boys to create adventures for."

If there's anything he'd change in the future, he would try to take a bit more time out to work on his business, as opposed to in it – a familiar theme to anyone who's been on a For Entrepreneurs Only course. Does he ever do any networking or business events? "No, I'm a bugger for it, but I'm looking to improve on that," he laughs!

Some months back he did take on a work experience student, Harry McCann, who became a paid apprentice before going on to study for a degree in London with a view to working in film. "Nurturing him and watching him progress has been really rewarding," says Howard. "I can't really justify taking somebody on full-time at the minute, but I think I might look at finding another work experience. And the mentoring side, I'd like to look at that, and maybe offer some training, as it'll freshen things up a bit."

But as the old saying goes, if it ain't broke, don't fix it, and Howard's future certainly looks... sound. ●







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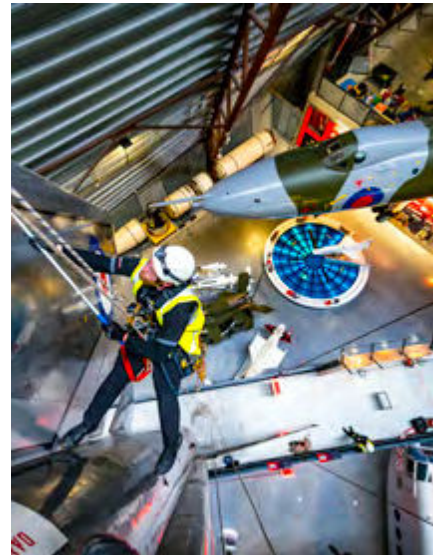
Training is built around the customers' needs. Whether in the classroom, on-site, via e-learning or a blended approach – it's a truly bespoke solution to give the best possible service.

## Equipment

As an independent supplier, Arco Professional Safety Services is not tied to any brand and offers impartial advice and recommendations and will help customers find the right combination of products for their specific risks, with equipment available for both purchase and hire.

The Arco Professional Safety Services website offers a range of individual products and bespoke kit solutions, rigorous supplier and product auditing ensures all products offered are fully compliant with British Standards and legislation.

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Some high-risk tasks are simply too complex, costly or specialised.

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Arco Professional Safety Services can help customers looking for guidance to improve policies, safe systems of work, risk assessments and rescue plans associated with working at height or confined space safety as well as those looking to identify the hazard or measure the effectiveness of existing control measures through a range of occupational hygiene services, such as noise and dust, as well as PUWER and DSEAR assessments.

Working in partnership, Arco Professional Safety Services' provides practical advice and solutions to help customers bring about cultural change. ●



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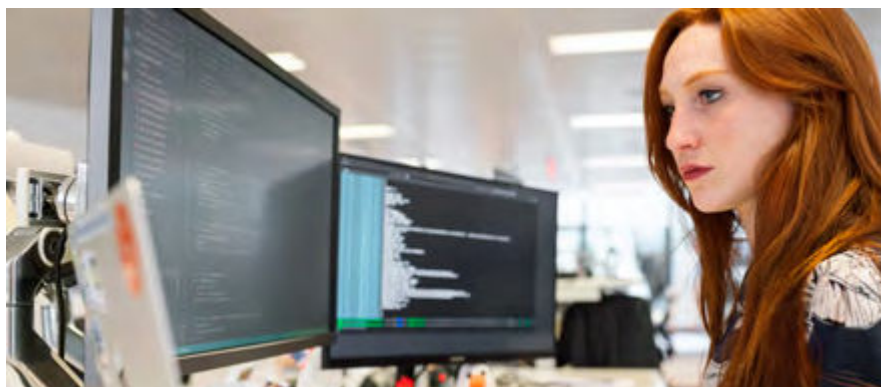
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# A SMART MOVE

One of Hull's leading recruitment specialists took a 'gamble' on **Lana Grisina** – and it's certainly paid off, as she continues to drive the growth of Smart Temps, writes *Sam Hawcroft*

**T**he term may have been hijacked by reality TV in recent years, but here at BW we like to get a sense of someone's "journey" into business. And it really has been a journey for Lithuanian-born Lana Grisina.

Back when there was such a thing as freedom of movement between EU borders, it was Lana's grandmother who first made the leap, coming to work for a recycling company in Hull. Lana's family couldn't afford to put her through university in Lithuania, so she came over too, initially just for the summer, working a variety of jobs.

She then returned home, but soon decided to come back to Hull for good. Lana first found work in food manufacturing, doing everything from packing pork to checking the quality of Yorkshire puddings, before driving a LLOP truck in a supermarket warehouse and then working for an agriculture business.

Lana had always had ambitions far beyond manual labour, but there was one thing holding her back – she couldn't speak English. So she enrolled into college and began learning what would be her third non-native language (she also speaks Russian and Polish).

This opened opportunities in the world of recruitment, and over the next decade she kept on picking up new skills and learning as much as possible about the industry.

From very early on, she felt that it was all about quantity, and not enough emphasis was being placed on the quality of recruits.

"We kept sending people who didn't know enough about the employers, and we were just focusing on the numbers," says Lana. "It didn't sit well with me."

There were the glimmerings of a business idea here, but it wasn't until Lana was made redundant that she realised she had reached a "breaking point".

This came in March 2020 – right at the beginning of the pandemic – and Lana knew she'd struggle to walk straight into another job, so she got in touch with Dave Kitney, of specialist regional recruitment firm Emmerson Kitney.

A few months before, in December 2019, Lana and Dave had met to discuss opportunities. Dave had previously owned, help set up and subsequently sold in 2019 a local temporary agency called Reach, and at the time was hesitant about going back into this market space. However, she remained in contact with him and told him of her ideas to start her own recruitment venture.

"Dave said to me, if you want a business, you better go and prepare me a business plan. So, I did," says Lana.

She did her research and, with the help of her partner – an accountant who works in recruitment – came up with a plan and discussed it with Dave.

This led to what Lana, who is now 31, calls "the longest interview going". "Three months passed," she says, "during which I met Dave several times and completed various psychometric assessments covering likely work style and behaviour, general

intelligence and leadership potential, the lot."

Dave is a qualified practitioner and Emmerson Kitney uses such assessment religiously to help ensure the right people are recruited, as Lana points out: "Having had previous business partners, Dave wanted to understand me better – what made me tick, and whether our values aligned."

By July 2020, Smart Temps was born under the Emmerson Kitney group, with Dave as managing director, and Lana working out of his offices. "Obviously Dave was slightly apprehensive about how things were going to work – he had taken a risk and invested cash to prime the business, so he said, you better base yourself here and get going. I had a laptop, and a phone, and the ability to speak to people, which was all I needed."

Smart Temps does what it says on the tin – it specialises in providing blue collar, temporary to permanent workers, where Emmerson Kitney focuses on more senior permanent positions. The common goal is quality over quantity, and partnership, not a transactional approach.

Lana soon realised she was on the same page as Dave in terms of what she wanted to achieve.

"Smart Temps is not your typical temp recruitment agency where you book 20 people today and cancel 20 tomorrow. Our workers have the opportunity to work 48 weeks a year. They have consistency ►





and opportunity to secure permanent employment. The quality is really the differentiator, and that's what I was aiming for before I really understood much about Dave's business and ethos. And that's where it probably clicked with him because when he saw the business plan, he saw that we were speaking the same language and trying to achieve similar things."

In August 2020, after only a month, Lana took on her first customer with Smart Temps, and by December they had about 40 workers placed with firms. After a 13-year career in recruitment, she'd got "every man and his dog" on her contacts list, and she used Facebook as one of her main channels to gather workers.

She knew that they would need to recruit, too, if the business was to grow, so she suggested to Dave that they bolster their team, which was also part of the plan. Ewelina Clarke joined as recruitment consultant in February 2021, finance and administration assistant Hannah Hartley followed in June 2021, with Maks Dziadowiec joining as a recruitment consultant a couple of months later. In the

first year, trading from a standing start, the business secured several customers and turned over £1.6 million. The plan is to have another 50% increase in revenue for 2022.

It was quite difficult "wearing about seven different hats" in the early days, when Dave was the outright owner of the business, says Lana. "One minute you were a recruiter. Next minute, you were an administrator, the minute after you were a salesperson or the payroll person. It was quite hard, but I am quite goal-orientated, and I like to achieve results. My fear of failure pushed me forward and forward. 'You can't fail, you can't fail,' I told myself. 'You have to crack on.'"

Lana later entered an EMI share scheme which meant she bought shares in the business, and she says there is an "exit strategy" for Dave. "He trusted me and helped me out at the beginning by seeing the potential in me and Smart Temps, and he continues to help by guiding me in the right way. My ultimate goal is to be able to buy him out, but we've still got some years ahead of us before that happens.

"I think the biggest challenge before that

is to find the right people to join us on that journey. One of the challenges when you are a relatively small and new business is that nobody wants to come and join you because they don't know who you are, or can see it as a risk. They don't know how stable you are. Now, we've got a far more solid base, self-financed – unlike many temporary agencies who invoice-discount or factor for cashflow – and are becoming more established, so more people are approaching us for opportunities, which is nice."

There's a fair bit of competition in the Hull recruitment arena, Lana acknowledges. "The number of recruiters in the city is unbelievable," she says. "Some are really well established, and you have to compete with them. But I do think that we've got a slightly different service offering for workers and customers to shout about. We focus quite a bit on customer employer branding and brand promotion. And we treat our people as individuals, giving them the choice and option of where to work. This means our attendance rates on average are above 90%, which, from what we have ►









seen, is way better than our competition."

In the past 12 months more than 60% of Smart Temps workers have secured permanent contracts with customers, which Lana and Dave are very proud of. "It's about helping people, and if they can secure long-term permanent employment it's great for the worker and customer. It does make our life somewhat harder as we have to constantly look at replenishing our worker pool," says Lana.

Engineering, manufacturing, warehouse and distribution are the company's "bread and butter", says Lana, but as the business grows, she aims to bring in business and consultants from other sectors to broaden the scope a bit. And, as many firms struggle to recruit the right staff post-Covid, she agrees that there's been a marked shift in people's attitudes towards employment.

"Before, people used to just accept the job and see how it worked out. Now I think people are more cautious, and they ask themselves, how would this fit into my life? How would it work for my family? What is the atmosphere and culture like? So, for you to attract somebody, now you have to know so much about your customers. What is the culture like, what are they like to work for? You really have to sell the jobs now because people have got that many options. And employers are more open-minded about people's transferable skills."

Lana admits that she's thrown herself into the business, and work is the first thing on her mind in the morning and the last thing at night. "I haven't had a holiday yet, put it that way!" And, having recently moved into newly refurbished permanent offices in Marina Court, Castle Street, Lana says they have "ambitious plans" to have a team of seven by the end of this year. They are actively recruiting now, and will grow to nine by 2024. "This is a strategic plan for growth. We are also about to launch Smart Perms, a new division. We have invested a lot of time and money into systems and processes, and we are ready to push on. I'm also ready to pass some of my duties to somebody else, to be frank!"

Setting up Smart and essentially backing Lana was a gamble, says Dave. "A few people at the time thought I was mad with two other businesses to manage coming out of lockdown," he adds. "It's certainly paid off so far and I am sure the business will continue to grow; it's exciting times ahead for Lana and Smart. She has done

a great job. Lana is on an entrepreneurial journey, still learning, and I am really pleased to be part of it and supporting her. We now need more people on the bus to join us on the ride!"

Lana is proud of her adopted city, and laughs when told she's picked up more than a few local phrases as well as an impressive Hull accent. "My daughter was born in Hull, and she doesn't even want to learn my language any more! I can't see myself moving anywhere else. I know the area so

well now, and I know all the businesses around here, and I understand the dynamics. Hull's got massive potential, and there is so much investment coming in."

And, speaking of close relationships, "We are a family," Lana says of Smart Temps. "I'm not one of these directors and managers who just comes in and points fingers. I'm quite hands on with everything; I'm passionate and get stuck in. I like it that way because I think true leadership comes from leading from the front." ●







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# Greens the Signmakers are going green!

The team at Greens the signmakers, spearheaded by managing director Lawrence Green, have been making great strides in the last couple of years to make their business far more environmentally friendly. Initially starting by changing how they manufacture printed goods, the project has now developed into how they power their building and also their modes of transport.

By investing in a new printer, The HP R2000, they are now able to offer fully recyclable products to all customers and for all types of signage. Lawrence tells us "As the ink is water based, it doesn't change the properties of the material you print on. If it was flameproof before, it remains flame proof afterwards and more importantly if it was recyclable before, the material remains recyclable afterwards"

Lawrence didn't stop there and the next task was to look at reducing the carbon footprint of the business. Earlier in the year they completed the installation of their own solar farm on the roof of their 26,000sq



ft premises in Hull. With 208 individual large solar panels they now have a system capable of drawing 88Kw of energy direct from the sun, enough that even on a typical Yorkshire day the factory is powered directly from their own solar panels with the added benefit of giving back green energy to the grid on a weekend.



An ongoing stage has been changing their fleet of vehicles over to electric. While Lawrence feels that unfortunately there currently isn't a van to meet their needs

for their installation teams due to weight limits and range restrictions, local deliveries and the meetings of project managers are mainly attended in electric vehicles, even their forklift is electric! "With thousands of miles being driven each month while mainly charging up from our own solar panels" you would struggle to get much greener than Greens. ●



## eco-friendly signage!

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# FOCUS ON FINANCE

These are without doubt some of the most challenging times for businesses. Those who have navigated Covid and Brexit are now facing a winter of spiralling inflation and energy bills. Here some local experts offer advice on funding, marketing and more...

For those with a head for figures, understanding your business's balance sheet comes naturally – but for others, the mere thought of accounting, budgeting, saving and strategising can be enough to send your head into a spin.

Entrepreneurs by their very nature tend to be inventive, creative, dynamic, maverick – getting bogged down in the maths is probably not what they envisage when they start out on the path to following their dreams. But the success of any business ultimately depends on balancing the books – it needs to be profitable, or it will eventually fail – as well as creating

detailed business plans that are regularly updated.

Rather than burying their heads in the sand about money, entrepreneurs need to face financial issues head-on – especially because many of them often wear numerous 'hats' at any one time and they might not have a financial department to take care of it all.

Losing sight of your financial planning could prove disastrous – and, while no one can pretend to know exactly what's going to happen months and years down the line, having good financial strategies in place can help you make more accurate

predictions and better prepare you for all sorts of eventualities.

In this edition we hear from a range of experts in the field.

Alan Gordon-Freeman, of Hedon-based Sirius, says exhibition season is upon us, and has some tips on the dos and don'ts; Tony Bullock, of Dutton Moore accountants and business advisers, offers his views on the impact of rising inflation on the economy; Sarah Radley of Acuity Finance explains more about the company's core values; while wealth management expert Amy Gray explains the importance of having a retirement "game plan". ●





# The best-kept secret to getting a professional job... Smailes Goldie Group!

While having a degree is basically obligatory for most professional jobs nowadays, there is one profession that still recognises the value of recruiting A-Level entrants.

That profession is accountancy, where many of the profession's most successful figures, including several of our own Partners, have joined straight from school or college.

And Smailes Goldie Group is one of the best places to start.

Several of our current Partners have worked their way through the ranks having joined as trainees, including Nicki Shipley.

Nicki joined Smailes Goldie Group as an A-Level entrant in 1997 from Hull Grammar School.

She qualified in 2000 at just 22 years old and became a Partner of the firm in 2006, aged 28.

Since then, Nicki has seen the benefits of taking an accountancy apprenticeship over going to university. She says:

“ **An apprenticeship kick starts your career straight from school and means you can avoid the huge cost and debt of going to uni. You'll gain the professional qualifications, fantastic experience and skills to back it up and get paid for it!** ”

Smailes Goldie Group offers outstanding opportunities for A-Level entrants with the equivalent of 3 Bs or above and graduates looking for a career in accountancy and Nicki can attest to the value of starting as a school or college-leaver.

Five top benefits of joining Smailes Goldie Group as a school or college-leaver:

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- 5 You'll have a career head start over people who go to uni.

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Our current trainees enjoying a recent Hull Young Professional's event held on the Rooftop Bar at Essex House

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As the economy struggles and inflation is at an all-time high, we talk to Dutton Moore's Managing Partner Tony Bullock, about the impacts, the potential for recession and the pressure on Government to provide further relief to consumers and businesses

## Economic challenges continue to hit businesses after an extremely difficult few years...



According to the latest official data, take home pay has fallen further behind the cost of living. This says something about the extremity of current inflation when the average pay rise is still not enough to keep up with price rises.

While average wages rose 4.7% between April and June, that was outpaced by inflation - or price rises - which is growing at a much faster pace. As a result, the "real value" of pay fell by 3%, according to the Office for National Statistics and household budgets are being hit by soaring energy bills as well as higher food and fuel costs.

Businesses are taking a huge hit too – juggling rising prices of goods and services and balancing that with securing their employees.

The rise in prices has fuelled the UK inflation rate to a 40-year high, currently running at 12.7%, showing the gap between pay growth and inflation is the biggest since records began more than 20 years ago.

The key now will be what happens to inflation next year. The Bank of England will be worried that it means higher pay will itself become a cost fuelling inflation and that pay will have to rise by even more to make up for that - the much-dreaded 'wage-price-spiral'

so that inflation takes a lot longer to get back to the 2% target.

We need to expect an interest rate rise in September, and it might be more than a quarter of a percentage point.

The Bank of England recently lifted interest rates by the largest amount in 27-years to 1.75% in a bid to cool rising prices. It also warned that the UK economy will fall into recession towards the end of this year as prices for gas and electricity continue to rise.

We are witnessing the biggest squeeze since the late 70s and we are facing very broad-based inflation with higher costs being passed down by all sorts of businesses. And there's little sign of this abating.

The government are between a rock and a hard place with the international issues that have led to this position. We need general tax cuts across the board to help ease the problem and assist the economy.

For sensible financial advice and to look at finance efficiencies for yourself and your business, and ways to navigate this current financial situation, please talk to us today. We are here to provide business advice and sensible financial management as well as general accountancy services. ●





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Exhibition season is upon us and getting your strategy right calls for planning and hard work. Alan Gordon-Freeman shares some common mistakes exhibitors make - so you can avoid them

# Making sure you are seen

## 1. Going to the wrong exhibition

It's important to look carefully at whether your target audience is likely to attend, and what sort of return you're likely to make on your investment of time and effort.

## 2. Not having clear event objectives

As a small business owner, you need to ensure every piece of marketing generates a return on investment, and exhibitions are no exception. Go in with a clear goal to generate a specific number of sales leads, and always make sure you exceed them.

## 3. Having a boring, unattractive or generic stand

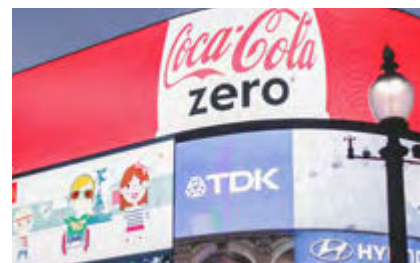
Your stand is your shop window for the day. It's how your potential clients will judge you. If your stand looks like you've thrown it together at the last minute, what does that say about how you run your business? The majority of visitors haven't come to see your stand, they probably don't even know who you are. Which means that there is no point in presenting a mysterious image, expecting everyone to come and find out more. You need to refine your offering, make it eye-catching and – crucially – relevant to the visitors at the exhibition.

## 4. Poor marketing literature at your stand

Your marketing material is all people have to remember you by. Get it wrong at your peril!

## 5. Not looking welcoming or friendly

As a visitor, exhibition stands can be intimidating. Do we dare cross that threshold? Are the staff going to bully me into buying something? If you want to encourage people onto your stand, don't do anything that will put them off.



## 6. Not capturing enough leads

There are many reasons to exhibit, and topping the list is capturing leads to build a database. You can do the selling later. At the exhibition, it's a frantic mission to capture as many leads as possible. Be proactive – make sure to get details from your visitors, and don't spend too long speaking with one prospect. Follow up later when time isn't at such a premium.

## 7. Not having enough take-away literature

If you can't talk to everyone, it's vital that you have enough take-away literature so you can maximise the exposure you get on the day.

## 8. Not promoting your attendance

As an exhibitor, you need to get involved with marketing the event. You need to let people know that you're going to be there – for some visitors, your attendance alone will be a pull!

## 9. Not following up your leads

Failure to follow up leads is a heinous crime! Potential clients will go take the easy option: a company that kept in touch.

## 10. Not being persistent enough in your follow-up

Following up every lead after an exhibition is hard. When you have more than 100 leads, speaking to every one takes weeks, if not months of dedication. Perseverance will pay off. With most companies, the average buying cycle is weeks or months; so sending out one email and a letter after the event just isn't going to cut it. Plan to keep in touch for more than a year, and you'll get a much, much more profitable outcome from your new contacts.

(With help from Fiona Humberstone) ●

**For free business advice and support, contact 01482 890146, email [info@sirius-hull.co.uk](mailto:info@sirius-hull.co.uk) or visit [sirius-hull.co.uk](http://sirius-hull.co.uk)**

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# Draw up your retirement *game plan*

**Retirement isn't what it used to be. We're working longer, living longer and have so many different ways to use our pension pot. All the more reason to get the experts involved**

These days there's so much flexibility around retirement. You can choose to stay invested in your pension, decide your own level of income, or even withdraw the entire pot. Buying an annuity is now another choice, rather than being non-negotiable.

Meanwhile, as always, greater freedom brings greater responsibility. You've got to make sure those retirement savings last. It's a thorny business full of tough decisions, made even trickier by the number of options available.

**Expert advice is key – your retirement could last 30 years, so you'll need to make important short- and long-term decisions**

Let's look at retirement age to begin with. The cliff-edge idea of stopping work at 60 or 65 and 'being retired' is history. Today a phased approach is much more likely, transitioning gradually from working and saving towards leisure and spending. Most of us can do this on our terms, according to our own life plans, rather than being restricted by a pension scheme or an employer.

## Visualise your retirement

Ask yourself what your retirement looks like. Then how can you make it a reality? If you're retired already, is it as you imagined? Being 'in retirement' is much more than simply drawing an income. It's also about running an efficient home, managing your tax-free cash (especially when interest rates are low) and building a sustainable income that will last your lifetime.

There's no set retirement age these days. Add to this the pressures of supporting both older and younger generations, and it's clear a rethink is needed on how best to use your savings. To adapt to changing needs, you might need to consider other assets and income sources alongside your pension.

So what you have is a situation that's both flexible and heavy on risk, whether you choose to dip into your pension pot or remain invested. Either way, you'll need help and expertise to face the challenges.

In retirement you're also likely to encounter a new set of risks. For example, if you get off to a poor start when you begin drawing your income, with markets falling and returns negative, your investments will have to work much harder from the outset to maintain your desired income.

Another layer of complexity in your retirement strategy is underestimating how long your money needs to last. The 100-year life is fast becoming normal, with more of us living much longer, more active lives than ever before.

**The countless choices available at retirement can be overwhelming**

At St. James's Place, we're here to help you navigate these obstacles. We believe the value of advice comes from building a strong relationship over time and understanding the needs of both you and your family. We're experts in the intricacies of modern retirement. So you can worry less and focus on the important things in life.

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. Equities do not provide the security of capital which is characteristic of a deposit with a bank or building society.

## Get in touch

If you'd like us to guide you through the retirement minefield, give us a call. We're here to make a difference to your future.

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**Director**

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We caught up with Acuity Finance founder and Managing Director, Sarah Radley, to uncover more about the business – from its offering and company values to the “driving force” behind Sarah’s dedication and her future plans for the company

# Fast and flexible funding solutions

Acuity Finance is a specialist lender offering fast and flexible funding solutions for businesses, landlords and developers throughout the UK.

## Who is Acuity Finance?

Firstly, we are an owner-managed lender offering funding products to support business and property investors – whether that’s setting up an invoice finance facility to free up cashflow or providing funds for a development project.

Our team of experts, headed by myself, also pride ourselves on our simple, transparent, fast and flexible approach to lending. We understand the challenges businesses, landlords and developers face, and really want to get under the skin of our client’s issues to offer effective funding solutions.

## What are the company’s core values?

We believe that great business is built on relationships through both valuing your team and investing in your clients and introducer network.

Our team take a customer-focused approach and show continued enthusiasm for our client’s projects, whether new or old. Their passion for providing excellent service at a fair price is second to none.

Consistency is also incredibly important for facilitating success and building a strong reputation. Acuity Finance is not just about me, and there is no success if all our cogs aren’t working in the right direction. Therefore, employees’ ethics must align with the business to ensure our values evolve throughout, so no matter how big the team gets, our core values remain strong.

## How do you assure client, as well as team, success?

Being owner-managed, we can flex products to craft tailored funding that is right for the client. We also work with our partners to benefit our clients – using the power of our contacts to improve their experience with us.

Additionally, we believe that saying no to a prospect is as important as saying yes. Too often in our marketplace, we see the wrong



product being sold to clients, and whilst our flexible approach helps, if our products are not the right thing for the client, and we say yes, it won’t be a positive experience for them or our team.

Regarding our team, I want to inspire and support their growth. So, if they move on from Acuity, I want their experience to have been positive and fruitful to prepare them for their next venture.

## What has been your biggest influence?

Definitely my parents, for teaching me to never give up and to work hard. I was also determined to give my family opportunities and experiences that I didn’t have whilst I was growing up.

***We pride ourselves on our simple, transparent, fast and flexible approach to lending***

## What does the future hold for Acuity?

You can never be sure exactly what the future holds – I know I’m aiming for sustainability and building longevity for Acuity Finance. Our continued success is an investment for the future, and I want to continue to build a business where our team, our network, and our clients are valued. ●

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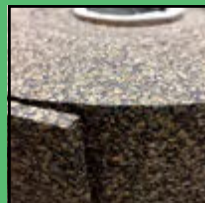
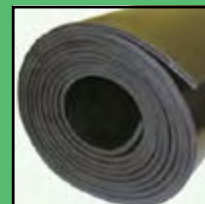
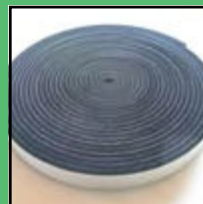
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# Larkin out

Hull is like a magnet, says **David Prescott**, who was 'pulled back' to the city to launch his own PR consultancy in January 2020. He tells *Sam Hawcroft* it was the best thing he ever did...

**D**avid Prescott was born four days after his father, John, was first elected to the seat of Hull East in June 1970 – and his very first memory of him concerns a stick of celery.

"I must have been about two, and he was in our front room. I thought, I know he likes celery, so I went to the fridge and got some, and tried to feed him it. I kept trying to put it in his mouth, but he wouldn't eat it.

"My mum had to explain it to me. 'Your dad's on television!'"

From the age of just four, David would help to put leaflets through letterboxes on election campaigns. But, while he would later make forays into local and national politics, what he really wanted to be was a journalist.

After his A-levels he did shift work at Viking FM and Radio Humberside, and for the latter he was tasked with updating the diary and contacts book.

"You would basically be ringing people up and saying, 'Oh, hello, is Bert Smith there?' There'd be a silence, and the woman on the other end would be like, 'No, love, he died three years ago.'"

David went to Sheffield to study for the NCTJ qualification in journalism, and while there he spotted a curious piece of paper pinned to a noticeboard.

"Do you want to make it in journalism?" it read. "Based in Hull, great salary – compared to the national average wage in Peru."

The originator was none other than Brian Lavery, a vastly experienced newspaper journalist who had his own press agency in Hull's Land of Green Ginger. He's now best known for his book, *The Headscarf Revolutionaries*.

"I went to work with Brian and I learned so much from him," says David. "I think press agencies are a great way of learning, but also a great way of selling. We would go to crown court, magistrates' courts, inquests – which we were all quite close to in the Old Town – and we would find the stories and then try and sell them to national newspapers, which is very similar to public relations. So the skills that you learn, in trying to tell the story in the first paragraph, and make it as engaging as possible, still stand me in good stead 30-odd years later."

His first big break came in 1995, with a move to GMTV as a senior producer and then reporter for the country's top-rated breakfast news show, covering some of the era's biggest stories, including the death of Diana, Princess of Wales.

Six years later, he was head-hunted to be assistant editor on the newly created BBC Look North (East Yorkshire and Lincolnshire), which was part of then director-general Greg Dyke's £25 million Project Hull. ▶



Before the new flagship BBC building, Queen's Court, was opened in 2002, the show was based in the old Radio Humberside buildings in James Street, but filmed 60 miles away in Leeds. "Travelling there and back, it was like doing a live outside broadcast every day of the week," says David. "And we were trailblazing in the field of video journalism, with reporters themselves doing the filming and editing."

At one point Look North was getting a higher audience share than Eastenders, and it's still one of the most successful regional shows in the UK.

"Traditionally, Look North would be heavily weighted towards West, North or South Yorkshire, so it was great to be able to tell stories that were much more relevant to local people," adds David.

He was then seconded by the BBC Network to be a senior news editor based back in London at Television Centre, co-ordinating coverage for TV bulletins, radio and News 24.

In 2004, David left the BBC to move into public relations, joining leading corporate consultancy Grayling as an account director, and just eight months later became head of media at public sector PR agency Geronimo Communications (now Kindred, after a merger in 2009). During his three years there he devised and delivered the London Student Awards and set up a media training programme for the capital's state school teachers, among numerous major projects.

In 2009 he launched Game Changer, a one-stop campaign consultancy for public relations, media training, public affairs and digital engagement, before spending six years as a director for Commucan, a bespoke PR and social media consultancy.

Westminster finally came calling in 2016, just after Jeremy Corbyn had won his second Labour leadership contest, and David went to work for him as a political adviser, speechwriter and press and events manager.

"I'd worked with my father over the years in a voluntary capacity, but to actually get into the leader's office and to see right into the heart of the challenges he faced was remarkable," he says.

And it was David who was responsible for Corbyn's campaign slogan ahead of Theresa May's snap general election in 2017.

"We had this really big speech that I was writing for the Fabian Society's new year conference, and I wanted something at the end just to lift it, to define what we were all about. I remembered the new clause IV that was introduced by Tony Blair and my father, which has a bit at the end that talks about putting power, wealth and opportunity in the hands of the many, not the few. So I basically took that section, played around with it a bit, and I finished the speech with 'for the many, not the few'. It was the first time we'd actually used it, and it felt really right."

After a blistering campaign by Labour, May's gamble backfired and the Tories lost their Parliamentary majority. But then came Boris and "Get Brexit Done"... and the rest is history.

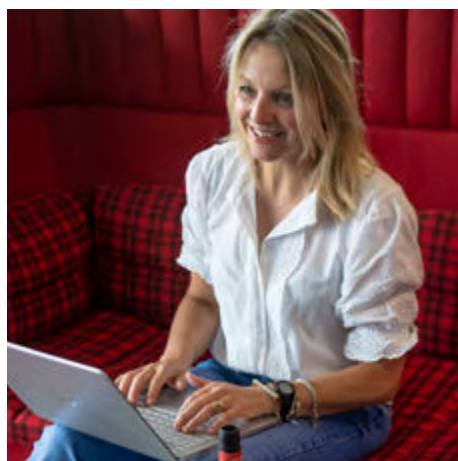
The end of Corbyn spelled the end of David's time working for Labour. "I could have stayed on, but I just didn't want to. It was quite draining, as by that time I was living back in Hull and travelling about six hours a day on round-trips to London. I found myself, in January 2020, pondering what to do – so I set up Larkin PR."

If you're from Hull, and wondering whether the name is a play on the city's most famous adopted poet, and the dialect word for going out and having fun – you'd be right.

David boasted an enviable list of clients and contacts from the past couple of decades, among them the Ipswich sustainable packaging firm Frugalpac, whose paper-based Frugal Bottle claims to be "the biggest innovation for wine and spirits since the launch of the glass bottle".

He put together a team of freelancers and people from other established companies to pitch for the work – and won it. "We beat established multinational PR agencies," he says, "because I had a good understanding of it, as well as a clear idea about how we were going to push the sustainable packaging. Since then, we've just added client after client."

What Larkin PR offers is more than just marketing – they're really a one-stop small business support agency, says David. ►









"We're becoming a dedicated start-up and scale-up company. We're working with companies that don't have marketing and comms departments, but want to have that help and support as they grow. We've done really well with Frugalpac. We launched the bottle two years ago and they've just sold their first export assembly machine to Canada. They've got about 80 other inquiries for that as well, and inquiries for about 120 million orders from 27 wine and spirits brands around the world. And that's all come from me literally helping to launch it from my kitchen table in lockdown."

David is wary of exposing himself to too much risk by employing too many staff, so he relies heavily on freelancers, and agrees it's about finding the best people for the job. "I've always wanted to have a boutique consultancy of really experienced people," he says. "A network we can draw on to get top-quality boardroom experience. Because we're dealing with start-ups or scale-ups, the people we deal with directly are the CEOs. We're not speaking to the marketing departments, we're speaking to the people at the top."

Larkin PR's senior consultants include Sara Kendall, who lives near Brigg and worked with David at Grayling for

Masterfoods and the Committee on Radioactive Waste Management, and Gez Sagar, an experienced PR and public affairs executive who was former chief press and broadcasting officer for Labour under John Smith, and head of strategy at HM Treasury's Economic Communications Centre.

Larkin is also supported on photo, video and social media content creation by fellow C4DI company Influence Media, headed up by Luke Thornton.

Contrary to what many may think, David never struggles to find quality people from his base at C4DI in Hull. "I can't think of a better place to do business," he says. "I think the one good thing to come from the pandemic is to know that you don't need to spend your money on swanky big offices in London to be a good PR agency. All you need is a network of people who are good at their jobs, and who can be trusted, understand the client's needs and can deliver for them. I've had to go down to London for journalism – but I don't need to do that any more."

But, while he's proud of his home city, he shrugs off the idea of local competition. "We are a communications agency that just happens to be based in Hull. So we can do local media – one of our clients is

MediMusic, which came about through mutual connections at C4DI – but we're organising international launches and talking to media around the world. We don't see ourselves in competition with other comms firms in Hull, but that's not to denigrate them at all."

David says he's "living his best life" back in the city, where he's a regular in the Old Town pub music sessions, and he recently challenged himself to do "10 gigs in 10 pubs" on his stag afternoon to raise money for the Stroke Association, a cause close to his heart after his father's illness in 2019.

"Hull is like a magnet," he adds. "It pulled me back to launch Look North, and it pulled me back after working with the Labour Party to start the business here – and it's the best decision I've ever made. I'm so much happier. It's made me look at London in a very jaundiced way."

There's more to be done to ensure future generations don't think that you have to leave Hull to get a decent career, he argues. "Hull's sons and daughters, we need to keep here to grow the economy – but we need businesses to offer them the training, support and the opportunities to be able to do so."

And that, he says, is how you level up. ●





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Many organisations have chosen Teams as their preferred collaboration solution; with its Inclusive instant messaging, voice and video features, it is a no-brainer for businesses looking to simplify their internal communications. However, the solution opens a lot of questions for organisations considering it to support the telephony needs of the whole business, and how easy and cost-effective it is to implement.

When considering the best UC solution for your business, it is critical to first understand your business requirements and how these compare to the solution's capabilities. Out of the box, Teams supports Voice over IP (VoIP) calls to any other member of the business using the application, but it does not connect to your telephone network. This means that in



its most basic form, Teams can only be utilised as an internal collaboration tool, while you will also have to retain a separate telephony solution for external calling. For organisations struggling to cope with too many ineffective internal communications tools, Teams offers the perfect single point of contact to enable collaboration across the business. However, Teams' basic functionality will not provide the telephony features of a on-premise or hosted solutions, such as contact centre functions, queuing, and interactive voice response (IVR), that might be necessary to the wider business and that would be available with a fully integrated UC solution.

While Teams is integrated into most Microsoft business licences as an internal collaboration platform, enabling external calls requires additional costs, including a Microsoft Phone System licence and minute bundles. Microsoft Calling Plans and Direct Routing differentiate in terms of cost-effectiveness, number of suppliers, and flexibility of bundles. The easiest and most cost-effective option is to adopt a fully integrated UC solution from a different single supplier. At Cobus we work closely with our preferred network suppliers, including the UK's leading supplier Gamma, to offer a fully integrated solution that can be tailored to any business.

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# NEEDING TO GROW YOUR ACCESS TO TALENT? WHY NOT JOIN THE CORNERSTONE NETWORK?

Businesses often speak eloquently about the skills gap or talk about their efforts to find talent pipelines – well, in the Hull and East Yorkshire region, seven key employers have turned their efforts into actions

These employers have made a crucial commitment to join a national group of 'Cornerstone Employers', inspiring and preparing young people for the ever-changing world of work. They join a positive community of over 300 employer Cornerstone Employers across England who partner with the Careers and Enterprise Company (CEC), via personal relationships with their local Careers Hubs, to deliver a number of benefits to both young people in the region as well as providing advantage to their business and wider industry. The CEC works directly for the Department for Education to improve young people's opportunities and this successful model has seen significant improvements in the way careers activity is delivered in schools. More than ever, during this period of

economic recovery, young people need support to recognise and navigate what the future of work looks like, have greater understanding of different industries and the job roles that may be on offer, whilst building their networks and developing their confidence and skills. For businesses, having the right people with the right skills, behaviours and attitudes has never been more important and this is becoming more competitive by the month. The Hull and East Yorkshire Cornerstone Employer group comprises of Arco, Balfour Beatty, BAE Systems, Cranswick Country Foods, Equans, The Hull Citywide Partnership and The Smile Foundation, an impressive array of businesses all determined to make a positive change.

Mark Burley, the Chair of the Cornerstone

group, commented "Our work as a Cornerstone group is making a significant contribution to supporting and developing future talent in the Hull and East Yorkshire area, benefitting not only the young people themselves but also businesses like ours and the wider community by enabling us to describe the attributes we seek when looking for future employees."

The Hull and East Yorkshire Cornerstone group is keen to be reflective of the local Labour Market and involve other employers.



Miranda Spencer,  
Group HR Director  
"Cranswick Country  
Foods are proud to  
be a Cornerstone  
Employer, engaging  
with local schools to



share the multiple career options that are available across our industry and ensure young people have access to all of the opportunities that exist in order to drive their ambition and enhance their employment prospects."

The Hull and East Yorkshire Careers Hub is based within the Hull and East Yorkshire LEP and comprises of schools and colleges across the region. Its aim is to train and support Careers Leaders in every regional school and college, bring employers, educators, and providers together, and share practical career digital tools and resources. The HEY Careers Hub has been recognised as creating a welcome place for Careers Leaders to discuss challenges and act as critical friends for peers. This in turn means that pupils benefit from a more varied careers programme and are aware of a wider range of career paths. David Stamper, Careers Leader, and Assistant Headteacher at Headlands School said "Employers are crucial in helping schools best prepare young people for their next steps. They know what industries want in their workforce and by working with young people and educating school and college staff about the skills and knowledge they look for, together, we can nurture and grow the very best talent to be the business leaders of tomorrow."

The Careers and Enterprise Company is the national body for careers education in England and supports schools and colleges to deliver modern 21st century careers education. The CEC have established over 40 Careers Hubs nationally and in turn as many cornerstone employer groups. Oli De Botton, Chief Executive at the Careers and Enterprise Company, said of the Cornerstone Employer Network "Sometimes the worlds of education and business talk past each other, and can find it cumbersome to find a way to work together. But when they do partner with co-ordination and purpose, young people benefit in extraordinary ways. They gain vital skills and experiences, and deep insights into what comes next. There are wider benefits too. Schools and colleges get access to new thinking and partners for their careers' programmes. Employers get a chance to support their future workforce."

Fiona Headridge, Careers Hub Lead said "Becoming a Cornerstone Employer can help your business to collaborate with like-minded businesses and have greater collective impact, build a diverse talent pipeline whilst helping to fill your skills gaps. By backing social mobility in the local area and working with our Careers Hub you will support those who face the most barriers to reach their potential when they leave education. The Cornerstone Network is also supported by a wider range of employers who give up their valuable time to partner with schools" If you think your business would be interested in joining the group or the wider network, then please do get in touch for a conversation and to explore options.

There is no minimum requirement with regards to input every business contributes in the way that best works for them. ●

You can contact Fiona Headridge at:  
f.headridge@heylep.com



**James Hardstaff, Brough Site General Manager, BAE Systems**

BAE Systems is committed to supporting local communities where our employers live and work and supporting organisations that make a positive impact.

**Ann Newlove, Head of Business and Communications, Smile Foundation**

Smile is involved as a Cornerstone because the voluntary, community and social enterprise sector needs to tap into the emerging workforce, proving that we're a great place to find a career that comes with a heavy dose of community and social impact and that feeling of making a difference. We're also a great and diverse means of gaining experience and honing the skills needed in employment.



**Anna Harvatt, Community Engagement Manager, ARCO**

Being a cornerstone employer gives us the opportunity to create deeper connections with the world of education and the local communities we call home.

Working with other likeminded businesses enables us to share best practice and create opportunities for change.

**Michaela Maunders, Balfour Beatty's A63 Castle Street Customer Lead**

At Balfour Beatty we remain committed to creating a diverse workforce and strive for an inclusive culture which nurtures people of all genders and backgrounds. Becoming a Cornerstone Employer will allow us to share best practice and collaborate with businesses which share the same mindsets enabling us to support and encourage young people into rewarding, lifelong careers.

**Katie Worrall, Social Value Officer, Equans**



At EQUANS we are very committed to the communities in which we are working in. Continuously engaging and supporting the local people and communities, developing key skills through engagement and hands on work experience. Being a Cornerstone Employer helps maximise the impact of employer engagement and support for the young people of Hull and East Yorkshire.

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Experts in Safety

**Balfour Beatty**

**BAE SYSTEMS**

**CRANSWICK**  
COUNTRY FOODS

**EQUANS**

**Hull City-Wide**

**smile**







# PIPE DREAM

**James Walmsley** is the perfect example of how someone with a bit of motivation, creativity – and some offcuts of copper piping – can launch their own small business, writes *Sam Hawcroft...*

**H**aving always liked to “work with his hands” since he left school, James Walmsley became a signmaker and an engraver before backpacking around Australia for a year. After he returned, he worked for Ideal Standard in Hull for many years before, in 2015, he was forced to give up full-time work for health reasons.

A bit of “messing about” with some copper piping in his garage resulted in an original design for a kitchen door handle, and he began selling it on Etsy. This being the perfect platform for all things quirky and unique, the door handles began to sell well, and James soon had customers from all over the world. Thus QuirkHub was born – but it was still a risky way to make a living, given that he’d just left a career as an engineer; even though his wife was still working, it would be about six months before he began to turn a profit.

“I had no experience,” says James. “I can remember feeling quite nervous listing my products for the first time, asking people to give me their hard-earned money, and wondering whether they’d like them and whether they were good enough. But

they obviously were. I just figured I needed to sell something that nobody else sold, as at the time there weren’t that many people making products out of copper pipe; they’re ten-a-penny nowadays!” James also understood that, coming from a background in engineering, high levels of quality were vital in longevity.

James also set up his own ecommerce website, using the Shopify platform, and did his own marketing, even photographing all his products himself. He still does this now, being very much of the opinion that if you want a job doing well, do it yourself.

It wasn’t long, though, before he realised there was only so much mileage in copper piping, so he began to branch out into furniture. “I went to a few home and furniture shows and found suppliers for other products that were quirky and different. So it’s now a mixture of products that I make and products that I buy in. Obviously it’s easier for me to buy it in and sell it rather than making it by hand, but I like to do both, so that I’m still true to the roots of how it started, while trying to sell things that are a little bit different.” ►



to meet other people in trade, and when I need to borrow people's skills, I can go and knock on their door."

Like a lot of people who have started up their own business, James is reluctant to call himself an entrepreneur, agreeing that the word can have connotations of the super-rich Branson types. He's also a firm believer in the need for a good work-life balance.

"Probably for a couple of years, I was out of balance, working too much," he says, "but I think most business owners who start up need to go through maybe a period of that to find out whether they want to continue doing that or not. Some people just carry on, but I just figured there had to be a balance, because it's not all about money and profit. I'm not greedy. I don't want to be a millionaire or have fancy cars and a big house. I'm at a place now where I'm happy with the annual revenue and profit, and the hours I have to work. Whether you would call that lack of drive, I don't know."

It's perhaps less a lack of drive than a distinct trend that has come out of the pandemic. As Elle Hunt wrote in the Guardian in July, "the age of anti-ambition" has seen many people take stock "of how they spend their time, where they find meaning, their hopes for the future – and found work wanting". But it's not that they're not ambitious – just that their ambitions have been refocused away from wanting to spend every waking minute working to climb the greasy pole or feather someone else's nest.

During the lockdowns themselves, though, James's workload was "massive". He says: "My revenue probably trebled. Whereas everybody was stuck at home, doing jobs around the house, I could still come to work, and it was non-stop for a couple of years. For people in my game of home décor, it was mad. I was doing six, seven days a week – so it was nice to have a rest after Covid! But it did change my outlook on things – I'm ambitious, but only to a certain point."

James is also keenly aware that he is his business. "I've got quite a few friends who have got their own businesses, some very successful, and if they were incapacitated for whatever reason, their businesses would fold or take a big hit. I suppose those are the perils of being self-employed," he acknowledges. ►

**“***I needed to sell something that nobody else sold, as at the time there weren't that many people making products out of copper pipe.***”**

Does he worry that the current cost-of-living crisis will lead to a downturn, as people shun bespoke craftsmanship and statement pieces for the bare essentials? QuirkHub is hardly Ikea, after all – and the pricing reflects the highly individual, handmade nature of the items for sale, which include everything from tables, chairs and sideboards to lighting and wall clocks. (That said, there are many handmade accessories well under the £50 mark.)

"Without a doubt," agrees James. "One of the issues of selling products online is that you've got to sell it at the right price. I haven't put any of my prices up, even though the cost of my materials has gone up, because if do, people may stop buying from me, and there's a problem. That's

always been a delicate balance, putting the right percentage on it, and more so now as people are struggling a bit."

After he found himself running out of space in his garage, James realised it was time to find a proper workshop – and Wincolmlee proved to be the perfect spot. This up-and-coming creative hub on the banks of the river Humber is also home to the Drunk Animal Creative Studio, construction firm Hobson and Porter, Slave to the Beat musical store, Kwiktuf glass manufacturer, and more. James knew he'd fit in well. "It's affordable, and where I am now there are all sorts of different trades – probably every trade and profession that's needed to run a country! It's a real little industrial area. So it's a good place to be in,





He does have a brother who can help out when needed, and he's had the odd school leaver as an apprentice, but he admits that he's often too busy to spend time training anyone else up. "I'm my own worst enemy in terms of being a stickler for doing things properly and it can be difficult to trust somebody else to do something," he says.

It's that old thing about working "in" the business rather than "on" it – and James knows this is something he maybe needs to address in the future. "You have to wear many hats – in fact you have to wear all the hats. I've got an accountant, but there's still stuff you need to do for the VAT and corporation tax. I literally do it all myself, but it's just trying to allocate the time to

each of those areas. Sometimes certain areas suffer when I'm really busy. It would be nice to have other people to help, but it would also be expensive. Maybe that's the next big step I need to get over – to figure out whether I want to employ people or whether I'm OK as I am."

James, who is a member of the Guild of Master Craftsmen, hasn't had to do much local legwork to promote QuirkHub – perhaps surprisingly, he's done all his marketing and promotions online, using Instagram and Pinterest as the main drivers of traffic to his website. But that does come with its challenges, he says.

"Working online, you can't really control who buys stuff from you, and it can change

quite a lot for no obvious reason. After the first year of being in my unit in Wincolmllee, sales just dropped right off. That's when I started to think that I needed to start looking at buying products in and selling it, as well as just making things by hand. I realised I needed to have an equal split of both, so that if one dropped off, I had another one to fall back on. That was a learning curve – selling products online, you've got to have more than one revenue stream, so if something fails to create sales, for whatever reason, you've got something else to bring the money in."

As the listings on the QuirkHub website say: step aside, chrome – there's a new boy in town... ●

**“***“Everybody was stuck at home, doing jobs around the house, I could still come to work, and it was non-stop for a couple of years. For people in my game of home décor, it was mad.”***”**







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The One Point is recognised for excellent customer service and support in the Virgin Media O2 2022 Partner of the Year Awards

# Our fantastic wins at the O2 2022 Partner of the Year Awards



Virgin Media O2 announced the winners of their 2022 Partner of the Year Awards at their first in-person event in 3 years, held at Twickenham Stadium on Thursday, 30 June. The annual awards recognise and reward partners' capability to provide consistently first-class support and service to small and medium-sized business customers.

The event, attended by 80 in-person and 40 live stream attendees, was an excellent opportunity for partners to catch up with each other and the Virgin Media O2 team.

On the day, The One Point continued to pick up multiple awards in recognition of the excellent service and support they provide to our customers:

Awards won at the event included:

- The prestigious Director's Choice Partner of the Year Award - The One Point - an excellent complement to our previous O2 Partner of the Year wins.



- Digital Excellence and Customer Excellence Awards - bestowed for the 7th consecutive year.

Gary Hill, Head of SMB Indirect Sales at Virgin Media O2 Business said: "It's been brilliant to come together and introduce our partners to our joint brand Virgin Media O2 Business and celebrate the great successes of our Partners over the last year.

It's been another challenging year but our partners have shown great dedication and drive to continue to serve their customers and deliver great results. "

At The One Point, our team are thrilled to have been given further recognition for their hard work, dedication and excellent teamwork. This ensures customers of The One Point are given exceptional service for their O2-connected devices.

Congratulations also to O2's own Vicky Horton who has supported The One Point O2 Partnership tremendously over the years and who herself was recognised for her achievements.

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# Sell the pan!

I have been looking at influencers all wrong, says *Mal Williamson*...



I worked with someone recently. Usually when I make feature films, I am alone – with my idea and my purpose, then with my camera and kit. No crew. This helps to keep focus in the room, or forest, or pub – me and actors and non-actors capturing moving pictures and sound. No crew with their agendas of the next shot, tomorrow's shoot, lunch. The only minds are on the scene. And this is also very cheap! So the ability to make profitable cinema remains a plausible ambition. If I can get the marketing right. Someone from my past called and suggested we make a film based on some work she was doing for a stage play. I felt a rush of summer heat and agreed – let's see if I can still work with other people? There's the rub. Some philosopher said "*hell is other people*" – but Jean-Paul Sartre said he meant that it is their *judgment* of us that is hell. The otherness of others condemns us to see ourselves through their eyes. Which, when creating, is rather useful, actually! The discussion myself and Kelly had was strong and relentless – and forced lots of decisions. This also led me to work with more people – doctors and medical staff who also helped define the project. I loved all this.

But marketing? With social media, everyone today is a promoting marketer. What do I know about it?

How do I reach an audience for **Lady Gagg and the Hypothalamic Pituitary Ovarian Axis**? I need to market the film and really do not like promoting myself at all. I prefer other people to do that. But such is the independent cinema explosion that somehow attention must be sought. With super-long Harry Potter titles being my latest idea.

I spoke with an international operations director about the nature of consecration. In the film game and other creative industries there are critics and there are peers who will readily bestow their judgment. I chase those critics – I want reviews! Surely that brings audiences?

But recent research indicates the critics actually follow the other filmmakers. Tarantino had no critical acclaim for *Reservoir Dogs* until fellow filmmakers began to marvel at how neat and tidy it was. Then the critics came on board. As an arty type I have wrongly been chasing critics.

My ops director friend made the precise intervention by asking, "Who are your peers?"

Oops. I work alone. I don't engage so much with other filmmakers. Not like those who move from one job to another, dependent on the freelance network.

I speak to an illustrator, traditionally working alone but who works closely with clients. Each step laid out – two revisions available and nothing that affects the timeline.

Great, thanks. But how do you get work, then?

I have an agent!

End of that discussion.

It's a great idea. Someone else to promote and talk about my work instead of me.

Someone else to share the winning festival laurels. Always feels like vanity to me.

So I then talk to a successful influencer.

As I was recently asked to promote jewellery on the film's Instagram feed (@ladygaggmovie), I did not have much respect for the influencer game. I do not think they looked very closely at our cinematic journey through the scandals of women's health. One of the hospitals made us sign to never disclose who helped us in this. We are now racing to release before the NHS report.

After some chitchat about vibes and attraction we got to the nub. He told me – do not go on about being a film director – that is not a message. Talk about the message of the film. You need a reason to speak. Being you is not the point.

I have been looking at influencers all wrong. Of course, they do not sell themselves – they sell good hair skills in his case, with good products to match. I merely keep saying, "Hey look at me, I make films" – so what?

Talk about the message. The real reason your product is here. The world of difference you bring. That is what they mean by vibes and attraction – the world you offer. The piece of arty independent film, in my case. How come all these professionals gave of their time and resources for free to get this made? Always be selling the story.

Oh, but is this new? Surely it is the same as "*sell the benefits, not the features*"? Or "*sell the sizzle, not the sausage*"?

Quick as an Instagram meme, he rebuffed this – "Sell the pan!" ●



Mal Williamson

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# LS LIFESTYLE

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# Watch in a name

*Josh Sims takes a look at some of the adventurous names in watchmaking*

Once a watch was a watch was a watch - the brand might be a draw, but invariably one was chosen on function and aesthetics. It was only with the post-WW2 consumer boom - with it the very notion of mass consumerism and marketing as a commercial discipline - that watches, as with other products, began to get names.

And, much as the few decades of this pre-Quartz era benefitted from an abundance of more boutique independent watchmakers, able to find a market for quirky designs, so the 1960s and 1970s in particular offered some of the most arresting and adventurous names in watchmaking. Just think of the intriguing Golden Horse (Rado), the tongue-twisting Ploprof (Omega), the pop Bivouac (Favre-Leuba), the bold Conquest (Longines) or the exotic Monaco (Heuer). Or how about Caravelle's Bullion. Or those watches of tomorrow, and named for such too: Favre's Moon Raider, Wittnauer's Futurama, Seiko's Astro or Amida's Digitrend. They all had a certain poetry...

"Inevitably the things we have to think about now when naming a watch means many of watch names chosen by the industry over more recent years can sound a little dull in comparison," as Zenith's

product development and heritage director Romain Marietta concedes. "The watch market was much smaller in the 1960s and perhaps there was not a sense of just how big some of the brands that survived would get. We could come up with much cooler alternatives to the ones used but often they don't work for some reason."

Indeed, naming a watch is no easy task. Many of the most iconic watches, truth be told, have names that are somewhat prosaic, echoing their functionality, with maybe just a hint of machismo: the Reverso, Navitimer, Speedmaster or Fifty Fathoms, for example. But watch names can capture the spirit, or the technology of the times. Cartier's blocky Tank was inspired by the new Renault tanks that Louis Cartier saw in use on the Western

Front in 1917 - a name now somewhat at odds for such an understated dress watch today. Jaeger-LeCoultre's Polaris was named by a US sales agent who'd concluded that the brand's more standard approach - just naming models by the three digits of its caliber number - just wasn't going to cut it. Polaris that hinted at adventure, at extremes, at the pole star, but since the watch was also released in 1968, six years after the US military brought into service its Polaris submarine-based nuclear missile system, had a hint of weaponry too maybe.

One reason watchmakers tend to return to their historic names - as with Zenith and Defy, for example, first used in the 1960s, then, appropriately enough to mark a break with tradition, for some wild designs in 2009, and then again in 2017 - is that they





own them, legally or through usage. The older companies have built a portfolio of names to pick from. Secondly, now that these makers typically serve a global market, each name has to work across multiple languages and cultures; it has to both be pronounceable and above local meaning. A name is no good if it sounds cool in one language but like a swearword in another.

Of course, many watches are known by names that the watch companies haven't even given them. It's usually collectors that provide such nicknames, many of them of an evocative or pop cultural kind that the brands themselves likely wouldn't be bold enough to use themselves. "The cool names nearly always come from the collectors," as Zenith's Marietta notes, citing its Chronomaster A3818 being called the 'Cover Girl', thanks simply to it appearing on the cover of a book about Zenith; or, better still, the 'Superman Blue', for its dial being close in shade to that of the super-hero's uniform. "Typically brands don't want to use names like these because of the risks of them being misinterpreted, though we do like to try to anticipate what the watch community might end up calling a model one day," Marietta says.

Sometimes fans have little choice but to collectively name a watch. Seiko, which does not name its watches, has seen its Grand Seiko and more mass-market designs dubbed the likes of the Snowflake and the Skyflake, in part due to the texture of the dials, in part a nod to the snowscapes around the company's manufacturing hub in Shinshu. Seiko even takes the speed with which a watch or collection is named by the collector community as a rough benchmark of its longer term popularity.

"Nicknames come from the watch shapes themselves, from famous characters or actors in films who wear them and any other inspiration which takes the fans' fancy," explains David Edwards, managing director of Seiko in the UK. "Nicknames inspired by the watch shape include the Tuna Can, the Monster, the Samurai and the Turtle. Others have been inspired by a character in a film - the Captain Willard, from 'Apocalypse Now' - and other names include the 'Arnie', after the actor who chose to wear a specific hybrid watch during the 1980s. The last two indicate one of the challenges of using nicknames - as we have no official partnership or franchise

with that specific actor or one of his films, we couldn't use those names in any [official] communication."

And yet other many other watch companies believe that the name they give to a watch is crucial to its sales success. "The name has to be evocative, of the environment it was designed for, or the material it's made from. It doesn't have to explain the movement or some feature but it does have to be part of the story-telling around the watch - because it's that emotion that convinces a consumer to buy it," argues Marietta.

As with other increasingly specialist, anachronistic products - sports cars, for example - the name is often central to the package. With cars and watches alike, a name can even supersede the brand: "You don't want a Rolex, you want a Daytona," as Sadry Keiser, Roger Dubuis' international marketing director, notes. "Smart companies find ways of building on the brand equity that can develop in a name - and, from a marketing perspective, that's genius if you can pull it off."

"We think about the actual name of a watch very early in the process because we find it tends to prove inspirational for our designers," adds Keiser. "We want to assist in potential sales in some way, but also, if you like, to be impertinent. Sometimes you can certainly debate the quality of creativity in a name. We recently launched an Excalibur single flying tourbillon 36mm and called it...Excalibur 36. Sometimes all the info that comes through to enable the

choosing of a good name doesn't make it."

But such literalism can work. There's method in the madness of Bell & Ross - whose watches include the snappily-named BR 03-92 and the BR 05A. It argues that it is precisely the technical-sounding nature of these 'names' that underscores the brand's design ethos. "Using a code rather than a name is an industrial approach - you see the same logic with Airbus or Audi - which we think fits the utilitarian nature of the product," explains co-founder Bruno Belamich. "Coming up with a name for our early model, the Hydromax, was like a kind of game. But we think being consistent in taking a utilitarian approach with everything is what gives our brand an identity, even if we know sometimes it would be easier if we just gave each model a more traditional name."

And this, at least, avoids the inevitable pitfall of ending up with a name that misfires. The watch industry doesn't always get it right. There are brand names - Seagull and Nauticfish, for example - which, depending on your sensibility, can just sound wrong. The appeal of some model names too - The Growler, the Jazzmaster, maybe even the kitschy El Primero - are debatable.

"But you have to remember that the watch industry has historically been about working with a product that's very tangible. Watches are solid things," reminds Keiser. "And the industry isn't always so good at all the soft, marketing-oriented things like names." ●





# YOU'LL FEEL AT HOME AT HOME

Hull's Beverley Road may not quite be the food and drink destination it used to be, but this intimate eatery is really an extension of the Newland Avenue vibe, writes *Phil Ascough*...





We sat gazing out of the window at the Beverley Road bustle and taking a trip down Memory Lane.

Inevitably there's a temptation to dwell on some of the things we've lost, but with that must also come a passion to support and celebrate the wonderful places that remain. Home is top of my list, yet it's likely many people will never have heard of it.

I hadn't ventured in since early 2020 when three of us tucked into a few delights from the lunch and brunch menu as we planned a bold and brilliant event aimed at pulling the crowds back into restaurants just as soon as fears had subsided about the risks posed by a virus in China.

The virus kept coming. Our extravaganza was booked but then cancelled with days to go as nervous diners declined, leaving us with only five places sold. Within a few weeks the restaurant we'd lined up

was permanently closed. The event never happened.

Even now Steve Shaw, the owner of Home, reports that customer confidence is as brittle as the parmesan crisp that performed admirably in the dual role of garnish and additional crabmeat receptacle atop Jayne's risotto.

Home used to be open five or six days and nights a week. Now it's down to three days and four nights. The recent introduction of live music on a Thursday evening is in keeping with the laid-back approach synonymous with Home and will segue nicely into a weekly Wild Side music night from late September.

Hopefully the combination of great food and cool blues and jazz will attract a few new admirers but the best tunes still come from the open kitchen, and there are some superstar performers.

It's worth keeping an eye on Home's

Facebook and Instagram pages for the latest menu, which changes fortnightly. It's brief, to the point and generally brilliant.

The six mains comprise two meat, two fish and two vegan, and there's a long list of very tempting snacks and starters. We'll come back to those but there's also a build-your-own brunch and lunch board which makes a daytime visit a must. We'll be back whether it's for steak and eggs or something lighter, with options and add-ons reflecting the variety and versatility of the main menu.

On a Saturday night in sweltering August we shared starters of salt and pepper squid and Thai fishcakes and could have built a meal of small plates by adding such seafood treats as king prawn pil pil, mini mussels and white anchovies in oil and garlic or by throwing in a bit of veggie colour.

Another option would have been to divide the crab and saffron risotto main that delivered a delicate flavour, a nice moist ►

“The combination of great food and cool blues and jazz will attract a few new admirers but the best tunes still come from the open kitchen, and there are some superstar performers.”



texture and a richness that proved too much for Jayne to manage alone. Naturally, I assisted.

My chilli and lime salmon was seared on the outside, succulent on the inside and supported by fine Thai noodles and a crunchy salad that included bean sprouts, red and white cabbage, carrots, radishes and peppers drizzled but not drowned in a light peanut dressing.

A dessert of figs and mascarpone was a refreshing way to wrap things up. A Chilean sauvignon blanc and a half each of Spaten Helles lager took the bill to just over £70.

If you were to see the menu you'd understand just how difficult it was to settle on our selections. Steak features on the list so often that you get the idea it's a fan favourite. I was particularly intrigued by the vegan "fish" and chips, which was back "by popular demand". Apparently the texture comes from banana blossom and the ocean-fresh flavour from a marinade of seaweed and other natural ingredients.

The ingenuity of the Home team also extends to Sunday barbecues that accommodate all dietary requirements.

With my back to most of the other diners I was denied the chance to study their food in readiness for a return visit, but what became very clear is that people certainly feel at home at Home. With maybe 30 seats and about the same outside it has an intimacy that people make the most of, chatting easily and relaxing rather than chasing staff and rushing away.

The ambience is as you would expect from someone who was at Pave for 12 years

and then became a pioneer of the street food scene before opening Home four years ago. I guarantee you'll be leaving your seat to explore the displays of books, board games, records, prints and posters – that's why they're there.

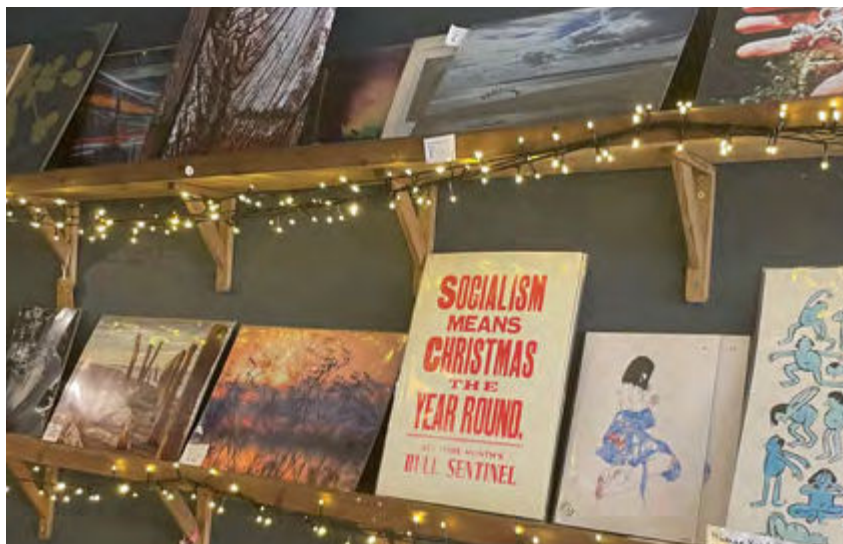
And I guarantee you'll gaze out of the window and try to recall whether you ever actually visited the battered old railway carriage across the road that was once a bar.

There used to be so much more. The "Beverley Road Run" pub crawl was simultaneously famous, infamous and notorious. The blues nights at the Bull were legendary. The Mainbrace was a mainstay before conversion into apartments years ago.

As for dining destinations, I was reminded recently by Mike Killoran, renowned former manager of Princes Quay shopping centre, that we enjoyed a very fine lunch at the Dorchester in the mid-1990s.

At around the same time the Pearson Park Hotel had arguably the best bistro menu in the city and a magnificent view. Mimosa, a Turkish restaurant just along from our vantage point at Home, was my favourite place in those days. More recently Tapasya brought terrific new ideas in Indian cuisine to palatial premises just past the Haworth.

But if you think their passing has left Home bereft of illustrious neighbours you're looking in the wrong direction. Think Larkins, Mr Moody's Tavern, People's Republic and of course the Adelphi Club just round the corner in De Grey Street. Home is an essential part of that vibrant Newland Avenue scene. ●





# Restaurants – a cautionary tale

Support your local eateries as much as you can, because when they're gone, they're gone, writes *Phil Ascough*...

A new restaurant is generally greeted with a mix of clamour and calm. There are those diners who can't wait to get through the doors and tell the world about their latest culinary discovery, and there are others who prefer to drift in once the dust has settled.

I fell into the latter category with Rupert & Darwin, and that's why I never ate there. With the restaurant recently becoming one of the most high-profile casualties of the Brexit-Covid-war economic crisis, it's too late to remedy that now.

But it's a cautionary tale as new restaurants continue to open. Support them, recommend them, help them, because in most cases when they're gone they're gone.

We'd planned Rupert & Darwin for our business supper club in May 2020, but of course the event never happened. As the hospitality sector opened up again I promised I would book in, but I didn't because the opening hours just didn't work for me.

That's not the fault of the restaurant; it just reflects the uncertainty within the sector and, if anything, the climate is even worse now.

Pubs and restaurants lost staff because of Brexit, with European workers leaving the UK. It was interesting on holiday early in July to find that venues in Spain are also struggling – but that's more down to the absence of British workers. The operators are confident they'll recruit other nationalities to fill the gap, but Brits ordering food and drink are likely to encounter more of a language barrier than in the past.

Sadly, there's no sign that the young people who would have spent the summer in catering on the Costas or the Greek islands have instead taken jobs in their local hospitality scene.

Covid accounted for more vacancies as people who were initially prevented from working by the pandemic then decided their future lay elsewhere, in jobs that didn't require a regular commitment with late nights and weekends.

In a sellers' market, those who did return expected more money and more sociable



hours. Restaurants have been faced with rising costs on all fronts, yet in most cases have still been prevented by staff shortages from opening long enough to recoup their increased outlay. Let's not get into the nervous breakdown territory of soaring energy costs and decimated discretionary spend coming down the line.

But in spite of all this there are new places opening in and around Hull.

In the city centre, Oishii Ne – an Asian street food restaurant and takeaway inspired by the Japanese phrase for "it's delicious" – is the latest addition to the businesses at Paragon Arcade in Hull.

Tom Would fell in love with Asian food during several trips to Japan and France – where he sharpened his skills with the help of a Japanese sushi master who was introduced by a friend.

He launched Oishii Ne as a pop-up in December 2020. His venues included Paragon Arcade and he jumped at the chance of opening his own place with a ground floor counter service and seating upstairs for 22 people. Tom opens every day except Monday from 11am until 5pm, with a fortnightly Saturday evening service that sells out weeks ahead.

He said: "We opened in July and it's been manic. We had a following anyway from our pop-ups and it's gone up threefold or more. A lot of people are still finding out about us – people who aren't on social media and have discovered us in other ways, including by walking through the arcade."

Hearth, which has opened in Trinity Square, is a bakery during the day from

Tuesday to Sunday and a cosy restaurant open on Sunday afternoons and evenings from Thursday to Saturday. The sample menu on the website is both intriguing and inviting with bavette steak, whole mackerel, smoked ratatouille and beef tartare with smoke eel among the more unusual items.

There's nothing unfamiliar about Cibo Italiano, which has opened at Willerby Square in the site once occupied by Da Lucia. It's locally owned and operated and is the latest venture for the group that also owns Da Gianni and the Pasco's venues in Cottingham and at St Andrew's Quay.

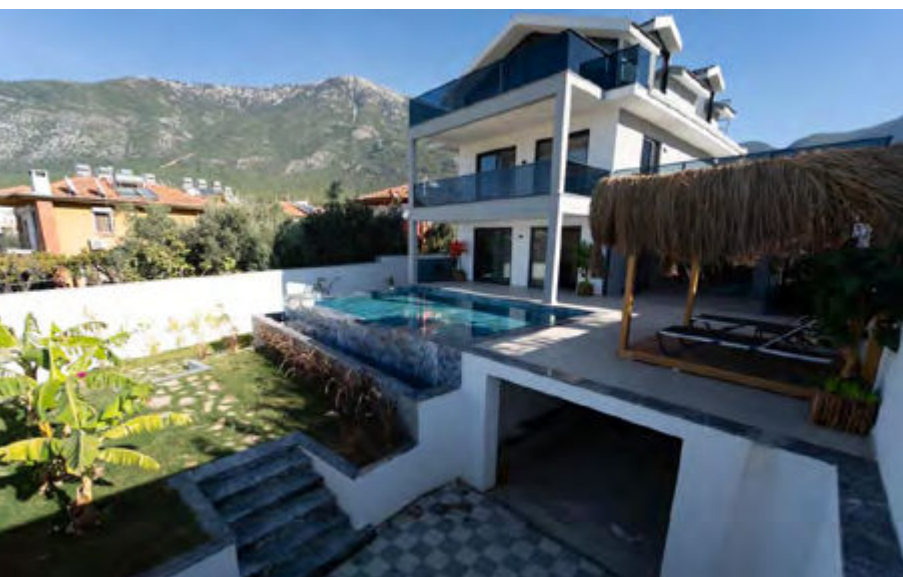
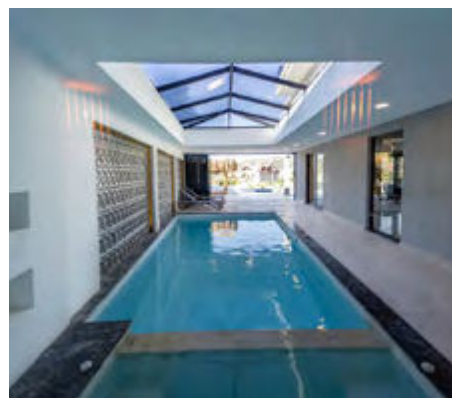
They're all different and in tune with their surroundings and it looks as though Cibo is another step up. It's open seven days a week with a breakfast menu available from 9.30am, lunch options extending through the afternoon and a good selection of dishes on the evening menu.

When I called in on a Wednesday lunchtime the demand was such that some people were being directed to the first-floor dining room, which can take up to 40 people. Guests on the ground floor included Francois Primpied, who knows a thing or two about how to run a restaurant in Willerby!

Not everybody is impressed. One person took to a community Facebook page to say he could cook the same at home for far less money. Most of us could, but that's not the point. If we want good restaurants we have to support them and their hard-pressed staff as much as our finances will permit. Cibo Italiano is cheaper than Pizza Express, and if it's too much for the Facebook poster there's a McDonald's down the road. ●

# Luxury villa in Ovacik

Location: Ovacik **£680,000**



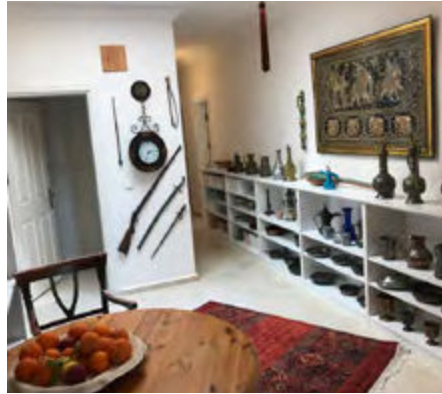
- 60 m<sup>2</sup> floor session 4 floors 240 m<sup>2</sup> usage
- Italian origin wallpapers
- Vitra ceramic
- Linea Rossa Aluminium joinery
- All cabinets are lacquered
- Underfloor heating
- Turkish bath

- Sauna
- Outdoor pool 7.5m x 4.5m
- Indoor swimming pool 6.3m x 3.5m and 8 multi-jet jacuzzi next to the pool
- Indoor parking 40m<sup>2</sup>
- Automatic garden irrigation
- Camellia 30m<sup>2</sup>



# Ultra Luxury Villa In Yesilüzümlü

## £810,000



This ultra-luxury villa located in Yesil Üzümlü, Fethiye district of Mugla, is one of our villas with a view, single story and private pool in the most amazing area of Yesilüzümlü.

This villa's pool is not visible from the outside, it has a separate rest room and is in a position to meet the needs of all our customers looking for comfort in a comfortable and peaceful environment.

The living room with a custom-made single fireplace has enough capacity to heat the whole villa and provides the comfort where you can enjoy the winter nature view of Yesilüzümlü. With a total of 3 bedrooms and a separate dressing room, each of which is air-conditioned, the property has a jacuzzi in one of the two en-suite bathrooms and a bathroom.

The guest house also provides guests with a private living space and has a separate kitchen and bathroom.

In the area built on 2 acres, parking area for 3 cars, wood storage, generator room, pool room, 5-ton water tank where you can store rainwater; heat pump and water heater that can be used on winter days are within the property.

The security system is provided with 9 cameras and 2 alarm systems, and the alarm system is directly connected to the public security and law enforcement organisation.

## Kalkan villas Location: Fethiye Kargi

**£630,000** depending on the exchange rate



Area: 500m<sup>2</sup>

These beautiful villas will be completed by November. 8 villas are available in 2 different styles.

Spacious lounge area, heating system running throughout the villa, pool area and sauna.

The Kalkan villas each have a parking space outside as well as an elevator inside to create super easy accessibility.

These Kalkan villas are just a short walk away from the beach.

The Kalkan villa has 4 bedrooms and 4 bathrooms.



## Apartment in Calis Center

**£254,000** depending on the exchange rate



This apartment, which is only 30 metres away from Calis Beach, is located in a small complex with a pool and a beautifully maintained garden area around it.

This apartment is not far from the marina, close to the supermarkets and easy to access transportation points. It has 2 bedrooms, bathroom, lounge and kitchen area.

It is offered for sale without furnishings, this property could be sold with furnishings please ask for a revised price.

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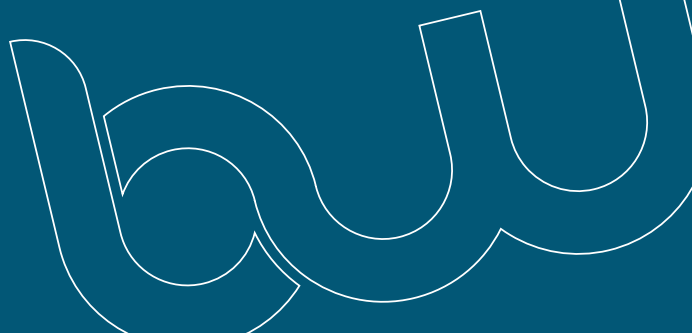
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# EVENTS DIARY



## SEPTEMBER

- 9-18 Heritage Open Days, various venues
- 14 Women in Business: PR Confidence with Fiona Dwyer, Rollits, Hull
- 14 The 6-Month Oh Yes! Net Zero Celebration Event, Hull Truck Theatre
- 15 Learn to Earn: Building a business that works without you, Cave Castle
- 20 Employment Hub Recruitment Fair, Hull Guildhall
- 21 FEO NxGen Masterclass Day, Withernsea High School
- 21 Speed Networking & Chamber Lunch, Mercure Hull Grange Park Hotel
- 21 Turner Price event 2022, Bonus Arena, Hull
- 22 Creating Hope Through Action: Mental Health in the Workplace, by Marketing Humber's Young Talent Network and Hull and East Yorkshire Mind, at Rollits in Hull
- 22 Parent Welcome Event, Horncastle Theatre, Hull College
- 23 Flood Innovation Centre Open Day and Floodmobile Tour, Bridgehead Business Park, Hessle
- 28 Hull City Council Business Support Drop-In, HOTA, Malmo Road
- 28 Hull Jobs Fair, MKM Stadium, Hull
- 29 Marketing Humber Principal & Major Partners Roundtable Business Event, Queens Hall, Jubilee Central, Hull
- 29 How to Maximise Funding Opportunities, by RTC North, C4DI, Hull
- 30 P.A.U.L. For Brain Recovery Glitz and Glam Charity Ball, Mercure Hull Grange Park Hotel
- 30-7 Great Big Small Business Festival, North Lincolnshire, various locations

## OCTOBER

- 1 Open Day, The University of Hull
- 4 Overcoming Adversity: How to start a business from a prison cell with guest speaker Jacob Hill, by FEO, MKM Stadium, Hull
- 4 Business Hive Live 2022, Cleethorpes Pearl Holiday Park
- 5 Makerspace Hull – Open Evening, Hull Central Library
- 6 Networking Business Breakfast – autumn, Aura Innovation Centre
- 6 Humber Teaching NHS Foundation Trust Annual Members Meeting 2022, MKM Stadium, Hull

- 6 Writing good grant applications, by Hull Community and Voluntary Services, The Strand, Beverley Road
- 6 Years 10 and 12 Open Events, Ron Dearing UTC, Hull
- 13 CBI Yorkshire and Humber Dinner, The Refectory, University of Leeds
- 13 Women in Business: Me, Myself & I mental wellness event, with Sue Altas & Hannah Cheshire from Inspire Ignite
- 13 Parent Welcome Event, Horncastle Theatre, Hull College
- 14 Smile Foundation Community Development Team Roadshow, Meridian Centre, Withernsea
- 14 Be Your Own Boss Workshop, E-Factor Business, Grimsby
- 17 HEY LEP Skills Network meeting, MKM Stadium, Hull
- 17-19 The Waterline Summit 2022
- 19 HETA Open Evening, Dansom Lane, Hull
- 19 Wedding Fair, MKM Stadium, Hull
- 20 The 'Seaside Summit' Business Event 2022, by E-Factor Business, Parkway Cinema, Cleethorpes
- 20 SWISH Networking Autumn Event with Cathy Wood, ERGO, Bridgehead Business Park, Hessle
- 25 HETA Taster Day, Dansom Lane, Hull
- 27 Yorkshire International Medical Graduate Conference, Medical Education Centre, Hull Royal Infirmary
- 28 Smile Foundation Community Development Team Roadshow, Alexandra Hall, Hedon
- 29 Open Day, The University of Hull

## NOVEMBER

- 1 FEO Founding Member David Kilburn shares his MKM Journey, MKM Stadium, Hull
- 2 Makerspace Hull – Open Evening, Hull Central Library
- 7-11 Tech Week Humber
- 8 Tech Expo 2022, MKM Stadium, Hull
- 10 Years 10 and 12 Open Events, Ron Dearing UTC, Hull
- 11 Women of Achievement Awards 2022, Mercure Hull Grange Park Hotel, Willerby
- 19 Hull4Heroes Anniversary Dinner 2022, DoubleTree by Hilton Hull
- 20 Hull Comic Con, Bonus Arena, Hull
- 23 HETA Open Evening, Dansom Lane, Hull
- 26 Open Day, The University of Hull

To have your event listed here, please email [sam@bw-magazine.co.uk](mailto:sam@bw-magazine.co.uk).

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