

# bw

## BUSINESSWORKS

Winter 2022 Hull and East Yorkshire

### PURLS OF WISDOM

How financial planner Amy Gray combines crafts and counsel

### THE ART OF MARKETING

HelloU founder Helen Gill's passion for inspiring young creatives

# THE SOUND OF SCIENCE

Meet the founder of award-winning startup MediMusic

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**TOP 20** MOST INSPIRATIONAL  
BUSINESS LEADERS IN  
HULL & EAST YORKSHIRE

**'HE WAS A FORCE TO BE RECKONED WITH'**

The remarkable career of the much-missed Malcolm Scott – and the rest of our Top 20 MIBL finalists



# Festive Fun at The Lost City



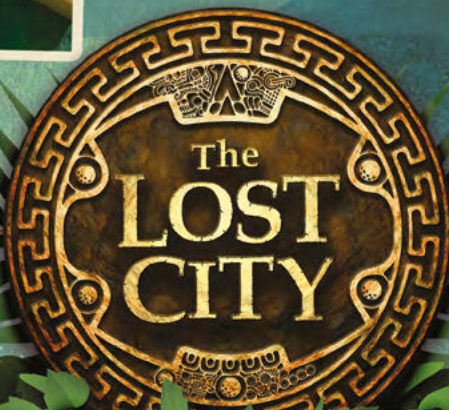
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**bw**  
BUSINESSWORKS

# WELCOME

I'm not sure I know where to start.

Since my last editorial, we've seen the death of the Queen, three prime ministers and a cost-of-living crisis that has continued to escalate – the latter not helped by the shortest-serving prime minister and her even shorter-lived chancellor's reckless "mini-budget" measures.

The Bank of England raised interest rates further in November, and its chief economist later warned that the rise in people quitting the British workforce – because of retirement or ill-health – could push rates even higher.

The triple-whammy of Covid, Brexit and the Russian invasion of Ukraine shows no sign of letting up – and one Grimsby-based firm, Icelandic Seafood International, cited all three as direct reasons for its recent decision to shut its fish factory in the town and pull out of the UK entirely.

So, the outlook for 2023 is grim, if you'll pardon the pun – and I've not even mentioned the strikes yet...

However, as I said last time, we are here to inspire and motivate. We tell stories about those who have overcome significant challenges to realise their dreams of going it alone in business, and this edition is no different.

We are also, once again, revealing the finalists in our 2022 Top 20 Most Inspiring Business Leaders competition – and this time, the results are especially poignant, as the winner is Malcolm Scott, who left us far too soon last September.

I don't have enough words here to describe him, but let's try, for starters: inspirational, generous, innovative, disruptive, adventurous, enterprising...

I was among the countless people who benefited from his philanthropy. During Hull's City of Culture year, I suggested staging an exhibition at his (much-loved and hugely missed) Kardomah94 venue. The subject of the show was the history of H&E (or Health & Efficiency) magazine – a naturist magazine I publish – and he was immediately tickled by its quirky, risqué potential, so he gave me the go-ahead. He was such a huge help, and he even got stuck in with hanging the pictures. I'm not sure what he got out of it – it was of negligible monetary value, really, but to him that wasn't the point. He was all about trying new things and giving platforms to those who didn't tend to follow the mainstream. The Gongs Film Awards at Kardomah94, that celebrated the region's up-and-coming filmmakers, were another case in point.

I'll sign off by wishing you and yours a happy Christmas – see you next year. What 2023 will bring is anyone's guess...



**Sam Hawcroft, BW Editor**

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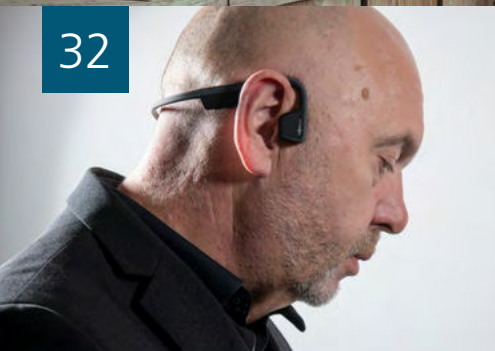


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Embracing entrepreneurship in Hull and East Yorkshire

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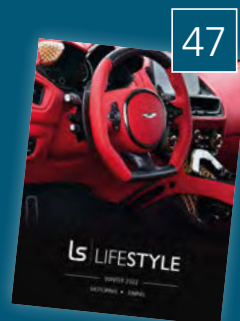
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## WHOSE HAPPINESS MATTERS THE MOST RIGHT NOW?

*By Christina Colmer McHugh, co-founder of Moodbeam, the health tech brand championing happiness in the workplace.*

I have to say that LinkedIn is known as a bit of a Marmite character among all the platforms available to us as a business community platform. Some hate it, some don't understand it, some love it and some just join to either find a job or a date (sad, but true!)

I made a very clear choice a couple of years ago that, for me, it would be a platform for sorting the wheat from the chafe, for weeding out the keyboard warriors and mood hoovers and helping me share my thoughts with likeminded people; happiness pioneers, positive mental health champions and people who are not afraid to speak their truth. Some of the old school might sneer at this decision, saying its purely a platform for 'open to work' or 'can we connect to sell to one another'. In my view there's Indeed or BNI for that!

I recently posted on my LinkedIn profile about the story of the professor who gave each of his students the opportunity to find their own balloon among a hallway of balloons. He gave a balloon to every student, who had to inflate it, write their name on it and throw it in the hallway. The professor then mixed all the balloons. The students were then given 5 minutes to find their own balloon. Despite a hectic search, no one found their balloon. At that point, the professor told the students to take the first balloon that they found and hand it to the person whose name was written on it. Within 5 minutes, everyone had their own balloon.

The professor said to the students: "These balloons are like happiness. We will never find it if everyone is looking for their own. But if we care about other people's happiness, we'll find ours too."

Over 260,000 impressions, 192 comments and 428 reposts later, I have come to conclusion that all we really want deep down is to be happy and the only way we can truly be happy is to make others happy first.

Whether that's at work, at home, in the supermarket, in the street, it doesn't cost anything to bring a bit of community spirit back to the proceedings.

In business we used to get it hammered in to us that in order to do business with someone they have to know, like and trust you. What happened to that? Well, we got lazy, we employed someone else to do the soft skills and hoped that no-one saw through our shiny smiles at networking events.

Until the pandemic came and we all got a reality check, without being able to meet and present a united front we were faceless and without compassion - unless we chose to step up, be vulnerable, share that we were struggling. Whether that was because of the lack of clients, contacts, community, we began to unravel because we didn't have familiarity or our work families.

For some, they dug their heels in and stayed true to what they knew. For others, they suddenly realised that the thing that made them happy suddenly started to make them money.

They picked up the paints again, they dug out the metal work machine, they created a website that became their new shop front, and they unearthed that long held desire to reinvent themselves and before they knew it, they were telling their friends, their colleagues on zoom, their contacts on socials and their LinkedIn family.

Some returned to work as before, some were bold enough to challenge their old role and ask to remain in their 'covid' role, others handed in their resignation and either began their own business or started a new job, from home or their hybrid office.

You ask each one of those people what made them take the leap? Because they wanted to be happy and guess what, what they were now doing was making them money. They new customers and clients came back to them again as they felt they knew them, liked what they did and trusted that the end result of the connection was a good return for both. They were happy.

I suggest you have a good look at your surroundings today and if you aren't happy, go do what makes happiness comes to you - I bet your bottom dollar it's making others find their happy too.

## INSPIRATIONAL WOMEN RECOGNISED AT LONG-AWAITED AWARDS CEREMONY



The winners of the Women in Business Women of Achievement Awards were announced at a ceremony held at the Mercure Hotel, Willerby in November.

One of the region's longest running awards, the WOAA celebrates the achievements of businesswomen across Hull and East Yorkshire who either run their own business or hold a leading role in their profession, industry, organisation or charity. Gloria Hunniford, one of Britain's best-known television and radio personalities, was this year's guest speaker.

Carol Ideson, who runs Carol Ideson Funding and Advice, was announced as the winner of the Overall Women of Achievement Award, sponsored by Smailes Goldie Group.

Natalie Houfe, chairman of Women in Business Hull, said: "This is the first WOAA since 2018 due to Covid. We've worked incredibly hard over the past few years and I'm so proud of and grateful to the WIB committee, the nominees and the sponsors for making this a reality again, as none of this would be possible without them.

"The room looked and felt amazing and buzzed with excited energy from almost 400 guests. We had some incredible finalists, and the winners received the most beautiful bespoke glass-blown trophies. We also had some fun goodie bags to make the guests smile."

Winners also included Harriet Dunn, of Title Split, who was awarded the New Business Award, particularly recognising her drive and commitment. Meanwhile, Maria Gillum from Ideal Heating was awarded the Women in STEM Award – a new award this year – for her work as a senior design engineer as well as her role as a STEM ambassador. And Jo Leigh-Thompson from Foxglove Care secured the Female Entrepreneur Award.

Natalie added: "Our guest speaker Gloria Hunniford was, of course, full of charisma and entertaining with her cheeky stories. She was inspirational, and spoke personally about the loss of her daughter through breast cancer. Almost the entire room stood to their feet when she asked those to stand who had been affected by or knew someone affected by cancer. "We also raised just over £6,000 for our chosen charity, HER Breast friends, which is incredible. "I'd like to give a massive congratulations to this year's winners and nominees – the next WOAA will be 2024, so watch this space!" ●





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The Tigers Trust Health and Wellbeing Fund has the objective of reducing health inequalities across the Hull and East Riding community. This will be done through increasing the physical health and wellbeing of those supported by the Trust and aligns closely to the charity's vision

# Tigers Trust supporting local communities through health and wellbeing fund



Speaking about the importance of the Health and Wellbeing Fund, Tigers Trust CEO Catherine Bishop said: "Our Health and Wellbeing Fund fundamentally complements our delivery, ensuring everyone can access our activities by reducing disadvantage and challenges, such as boots, kit, travel. We have had a successful first year of introducing and promoting the fund and now more than ever, need to grow this to continue to support a healthy and active community."

With the aim of raising money for the Health and Wellbeing Fund, the Tigers Trust recently hosted its second A Question of Sport event to a sellout crowd inside the MKM Stadium.

Three panels of special guests competed against each other across several sport-themed rounds such as charades, a video observation round and the classic 'Home or Away' round. Hull City's Brandon Fleming, Jacob Greaves and Lewie Coyle made up a team of current players. London 2012 gold medalist Luke Campbell MBE was joined by hammer-thrower Alex Smith and Women's Rugby League icon Lisa Hunter to complete a panel of Local Legends. Lucky competition winner Trevor Richardson's dreams came true as he teamed up with ex-players Andy

Dawson and John Eyre to form a panel of Hull City Legend, and it would be this team who would come out victorious.

Between rounds, participants from the Trust's Social Inclusion programmes were given the chance to explain their positive engagements with the organisation, as well as representatives from South Hunsley who were congratulated on their Utilita Girls Cup win at Wembley.

Donations from the night are still being finalised but early estimations indicate that the event has surpassed last year's total and



raised over £3,000. These crucial funds will now go towards supporting more children, young people and adults across Hull and East Yorkshire.

Speaking about the event, the Trust's Marketing and Communications Lead Olly Burdett said: "After months of planning and preparation, we were delighted that we were able to present a night of entertainment to those who attended. I am so proud that we were able to tell the story of how we've supported upwards of 43,000 individuals across the past year, and I would like to thank those who purchased tickets and supported the night; your support will make a lasting difference to our local communities"

If you'd like to find out more or enquire about donating to the Tigers Trust's Health and Wellbeing Fund, please contact: [catherine.bishop@tigerstrust.co.uk](mailto:catherine.bishop@tigerstrust.co.uk) ●





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# TOP 20

MOST INSPIRATIONAL  

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BUSINESS LEADERS IN  

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HULL & EAST YORKSHIRE



# A FORCE TO BE RECKONED WITH

Sam Hawcroft looks back at the remarkable career of Malcolm Scott – our Top 20 MIBL winner...

**L**egend, “incredible”, “wonderful”, “altruistic” and “awesome” were just some of the words used to describe Malcolm Scott after his untimely passing in September.

The outpouring of tributes in the press and across social media was testimony to the huge impact Malcolm had in the worlds of business and culture in Hull and beyond – and there could be no better winner of our search to find the Top 20 Most Inspiring Business Leaders this year.

After founding Scotts Chartered Surveyors – now Scotts Property – as a one-man-band in 1990, Malcolm soon expanded the business across the Humber, and he became an influential figure within the Hull and Humber Chamber of Commerce, serving as president from 2007-08. Indeed, his passion for uniting the north and south banks of the great estuary culminated in his bold attempt to buy the Humber Bridge.

It was in 2011 that he launched his campaign to set up a social enterprise company, buy the bridge, and wipe off the unassailable debt.

Lawrence Brown, Malcolm’s business partner from 2004 to 2012, said Malcolm “100% believed” it could be done – it wasn’t just a publicity stunt.

“He didn’t like injustice, he didn’t like bureaucracy, he didn’t like things getting in the way,” says Lawrence. “He challenged people – and these were people who weren’t used to being challenged. Who had challenged the Humber Bridge Board before? Who had challenged government before? He said to them, you’ve got £400 million of debt that you’re never going to get back – not ever. He was a force to be reckoned with!”

The scheme never came off, or at least not quite – for the resulting publicity was eventually enough to prompt ►

**“***“He challenged people – and these were people who weren’t used to being challenged. Who had challenged the Humber Bridge Board before? Who had challenged government before?”*



*Malcolm with David Hall, Joyce Clappison and Jonathan Leafe at the FEO Gurus v Grasshoppers event*



the Government to reduce the tolls to £1.50, and this has since delivered a huge boost to the economy on both sides of the river.

"Things got done when Mal was involved," adds Paul Sewell, chairman of Sewell Group. "That twinkle in the eye and his sense of fun would enliven the most boring meeting. He always said what he meant – but in an emotionally attractive way. He hated talking shops – he liked action."

Malcolm, a Hornsea lad originally, was also an early champion of the city centre economy and city living, and he was one of the first people to chair the Hull City Centre Task Force company, which led to the creation of HullBID in 2006. Ten years later, he won HullBID's Lifetime Contribution Award.

Receiving the accolade, he said: "We can't always celebrate success, but we can celebrate effort. The harder you work, the luckier you get and there are some tremendously hard-working people doing great things in the city centre."

But it was perhaps his support of grassroots arts in Hull that was his greatest legacy, and there are few creatives in the city and wider region who have not been touched in some way by his philanthropy and boundless enthusiasm.

As Lawrence points out, Malcolm had "two very distinct careers" – firstly, his successful career in property, which enabled him to embark on his second career in the arts and culture sector after he retired from Scotts in 2012.

His numerous projects included the creation of Fruit Trade music recording studio in Humber Street with his son Mikey, and the development of 94 Alfred Gelder Street, at the heart of which was Kardomah94.

The nondescript concrete office block was transformed into a much-loved venue that hosted everything from art exhibitions and business gatherings to music and poetry gigs, bringing the often-unheard voices of the city's cultural scene to the fore. The offices were also a base for community groups, including Freedom Road Creative Arts and the Butterflies Memory Loss Support Group.

People will come together early next year to remember Malcolm at Mallyfest, which will take place on February 18 at the Park Street Performing Arts Centre in Hull. Billed as the "ultimate evening of local entertainment", it will reunite many of the singers, poets, musicians and more who brought Kardomah94 to life.

Malcolm was a lifelong sports fan – an avid cricketer and Hull City fan, and he was

also part of a consortium that bought Hull KR's stadium, later becoming a director of the club.

He was also one of the original directors of Hull Kingston Radio, now known as 107FM. Pete Mills, who runs the community station, said Mally "turned his life around" when he first met him in 2013.

He added: "The station I was on at the time thought I was insane for playing local music on a primetime show, but I got a phone call from this chap called Mally Scott, who was helping his lad, Mikey, set up a recording studio, and he wanted to bring bands in to play live.

"This went on for good eight or nine months, and was successful, with a vast array of local talent given exposure and airtime for the first time. I had no idea who Mally was in terms of the weight of influence and standing he had in the city as a key player – I just saw a dad helping his lad get on in the world and that was enough for me."

Pete had long wanted to start a community radio station, and his wife Fiona, now a Radio Humberside presenter, told him to get in touch with Mally.

"The rest, as they say, is history," says Pete. "Never has one single person had such a profound influence on me. I hope I've done him proud."

**“***Malcolm was kind, generous and always enjoyed seeing other people reach their potential in life. He created the opportunity for many to do just that and will be sadly missed by so many.”*

Jan Brumby, chief executive of Hull-based For Entrepreneurs Only, said Malcolm mentored numerous entrepreneurs as a member of the group from its very beginnings.

"FEO held its Christmas party at Kardomah94, we filmed episodes of FEO Friday videos and also held some of our NxGen Masterclass events there with Hull College students," she said. "FEO also sponsored the Kardomah Gongs – awards for those who were doing great things in culture and the arts."

"Malcolm was kind, generous and always enjoyed seeing other people reach their potential in life. He created the opportunity for many to do just that and will be sadly missed by so many."

When Malcolm became ill in 2018,

he stepped back from Kardomah94 and eventually put the building up for sale.

"That was going great guns and had great potential ahead of it – who knows where it would've gone?" says Lawrence.

"But if he did something he would commit to it and give it his full energy, and he quite rightly had to concentrate on his health."

Just as this magazine was going to press, there was an emotional tribute to Malcolm at the culmination of the Hull Live Business Awards, when his family and former business colleagues accepted the Lifetime Contribution Award on his behalf. And, just a week before that, the newly created Malcolm Scott Award was handed out during Global Entrepreneurship Week, in tribute to his

innovation and support for young people.

Paul Sewell said he was surprised that Malcolm was not given higher honours in his lifetime. "I always looked for his name in the New Year or Birthday Honours list – but it was never there," he says.

"Perhaps they were scared of irreverence at the Palace. When I fluked an OBE back in 2011, he was the first to call and congratulate me – but by reverting to Star Wars to gently take the mick. He called me 'OBE 1 Sewell' – which he would repeat with a bow at every subsequent meeting.

"He should have been honoured – but I think it would have had to be a Jedi honour for him. Not just a Sir – for he was unique. How about Obi One Off? The like of which we will never see again." 🌟

*Malcolm with Jan Brumby, chief executive of FEO*





### Jo Barnes

Jo is managing director of Sewell Estates, part of the wider Sewell Group. Established in 1876, Hull-based Sewell Group is a multi-disciplinary group of companies, defined by a shared culture. Jo leads the built environment side of the group, a collective of seven companies working nationally spanning construction, facilities management, property investment/development, consultancy services and data mapping. The group also includes Sewell on the go, an award-winning forecourt operator.



### Richard Beal

Richard, chief executive of Beal Homes, joined the family business in 1988, working in all aspects of the company before being appointed to the board in 1994 and becoming managing director two years later. In 2010 Richard acquired the full shares in the housebuilder from his father, John, who retired from the business. Beal's growth has accelerated under Richard's leadership, driven by a unique business model enabling every buyer to customise their new home to suit their lifestyle and tastes.



### Catherine Bishop

Catherine, CEO of the Tigers Sport and Education Trust (Hull City), has worked across the public, private and voluntary sector, but mainly for charities and not-for-profit organisations over the past 25 years. She is a HEY LEP board member championing equality and inclusion, and represents the sector on the Employment and Skills Board. Since joining the Tigers Trust, Catherine has become an active member of the female Head of Community national network and represents the EFL charity network on the national EFL Trust Advisory Group. Prior to her current role she was a director of EN:Able Futures, a social enterprise supporting construction apprenticeships that she co-founded in 2013.



### Paul Bryce

Having started his career in the safety industry with Arco more than 25 years ago, Paul was later instrumental in the growth of the Hull-based PPE manufacturer Microgard, and its subsequent acquisition

by Ansell (a global leader in PPE and workplace safety solutions). Today, he is a vice-president at Ansell, leading its industrial business in Europe, the Middle East and Africa. As well as his passion for the safety industry, his purpose and dedication extend to supporting local STEM and sustainability initiatives.



### Alex Caruso

Alex is co-founder of Alessandro Caruso Architecture & Interiors (ACA). A serious motorbike accident and lengthy recovery in a poorly designed hospital in Sicily was the inspiration for ACA's mission: designing buildings to improve people's lives. Under Alex's design leadership, ACA has recently won international and national awards for the Allam Diabetes Centre in Hull. ACA designs buildings for several NHS trusts, private care companies, housing associations, businesses and schools and colleges with a focus on wellbeing for all building users.



### Rory Clarke

Rory is managing director of J R Rix & Sons, which operates 11 businesses from fuel distribution, fuel cards and marine fuel bunkering to property, car sales and manufacturing holiday homes. Rory has been instrumental in growing the fuel distribution and fuel card business and is passionate about the positive culture within J R Rix. He is the president of UKIFDA (UK & Ireland Fuel Distributors Association), a member of the Hull University Business School Advisory Board and a member of the regional committee of the IoD.



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# TOP 20 MOST INSPIRATIONAL BUSINESS LEADERS IN HULL & EAST YORKSHIRE

Making an impact – the people our readers nominated for going the extra mile.

### Rob Daysley

Rob is the founder of Hull company Designs, which specialises in vehicle branding, commercial signage and event branding. The business has grown steadily, employing its first member of staff in 2000. Continually investing in people and technology, the company has positioned itself as a leader in graphics and signage working in various sectors. Many prestigious contracts have been completed both locally and nationally, as the business looks to strengthen its position and grow further.



### Rachel Di Clemente

Rachel is chief executive of Hudgell Solicitors, a firm that has enjoyed an impressive period of success and established a national reputation for "righting wrongs". Since joining in 2020 she has instilled a transparent culture internally, ensuring staff are all working to the same goals, while making a positive impact in communities. Described by colleagues as bringing "energy, positivity and a dynamic, fresh approach", she also leads in key legal actions, including supporting 150 survivors of the Manchester Arena bombing.



### Joanne Dixon

Joanne is the managing director of HBP Systems, which has been providing managed IT services and business software since 1991 locally and nationally. Joanne became managing director in 2007 and since then has helped to double the size of the business financially, establish HBP as one of the UK's leading IT companies and, in 2022, led HBP Systems to a one-star listing with Best Companies, making it one of the best companies to work for in the UK.



## James Doyle

James is CEO of Victory Leisure Homes, the luxury holiday home manufacturer.



Starting his career in the merchant navy, James rose through the ranks and moved into business operations, eventually becoming general manager at Rix Group to run its shipping operations. He went on to look after more businesses within the group and eventually took over as CEO of Victory in 2019. With James at the helm, the company has opened a second factory, grown its turnover by 400% and created almost 300 jobs.

## Helen Gibson

Helen is managing director of Agencia. For 25 years, Agencia's work has addressed a diverse range of challenging issues (pandemics, terrorism, corruption, war crimes and modern slavery to name just a few), delivering more than 500 contracts in more than 20 countries worldwide. Clients include the Foreign, Commonwealth and Development Office, EU, international governments and the NHS. Agencia has been awarded numerous honours, including an MBE for Helen this year for services to international trade and the Best Small Family Business in the UK award in 2017.



## Daniel Haley

Daniel, managing director of GW Power-Safe and co-founder of C3 Group, established GW Power in 2014 after 10 years in the construction industry, having started his career as an electrical apprentice. GW Power began as an electrical contractor and now also offers both mechanical and HVAC. Daniel is passionate about apprenticeships and investing heavily in training. More recently, he has begun C3 Group, whose mission is to simplify the complex challenges of decarbonisation.



## Carolyn Johnson

Carolyn is CEO of Language is Everything, a leading translation and interpreting company. She is a visionary leader who invests in people and believes that integrity



is fundamental to good business. Her approach has led to the company being awarded the UK's Third Best Workplace for Women and one of the top 50 in all categories by Great Place to Work. She nurtures employees to reach their potential through training and mentoring. Success stories include Lloyd Tidder, whom she took on as an apprentice and is now managing director.

## Paul Matson

Paul, CEO and founder of Hull 4 Heroes, served in the forces in the 1980s. After leaving the Army, he struggled alone for some years before getting help and becoming a builder. In 2015 Paul worked on the BBC's DIY SOS show, renovating a street for veterans in Manchester. It was here he realised that many people had struggled on leaving the forces and he was not alone. A week later, the journey of Hull 4 Heroes began. Seven years on, the charity is supporting hundreds of veterans and their families, and is about to build the world's first transitional Veterans' Village in Hull.



## Anita Pace

Anita is the founder of Pace, the creative communications agency. With more than 30 years' experience in marketing and communications, she has grown Pace to a 27-strong team that has won several industry accolades this year. Anita also sits on the advisory board of Marketing Humber, the Hull & East Yorkshire Business Engagement Board, is a director of Lagoon Hull and a trustee of the Hull & East Yorkshire's Children's University and Hull City's Tigers Trust charities.



## Paul Sowden

Paul founded creative marketing agency Sowden & Sowden in 1982 and quickly earned a reputation for an extraordinary creative output. With global experience of working with impressive companies from Hong Kong to Hessle, he has spent 40 years helping grow brands and businesses in diverse markets. His



experience and eccentricities bring a unique and unexpected perspective to the agency's output. Paul says: "If there's any secret formula to longevity, it's to innovate, not stand still and enjoy what you do."

## Mark Stageman

Mark is chairman of Hedon enterprise agency Sirius, which he helped establish in 1999. Sirius has created and supported thousands of jobs. At that time, he was BP's manager responsible for the redevelopment of the Saltend site. Mark was chairman of HETA (Humbly Grove Engineering Training Association); as a director of Humber Chemical Focus, helped in the creation of CATCH. With Mark's leadership, Sirius continues its mission, including working with Yorkshire Energy Park, to provide more local business opportunities.



## Andy Steele

Andy is the founder and chairman of 360 Chartered Accountants, which has offices in Hull and York, but clients all over the UK. Formed in 2010, 360 is credited with bringing cloud and real-time accounting solutions to East Yorkshire and the firm also won praise for the support it gave its clients and the wider Yorkshire business community during lockdown. It set up WhatsApp support groups, produced daily updates on government support packages and its LiveChat assistants stayed online until 11pm each evening, plus weekends.



## Tina Swann

Tina, community engagement manager for the C4DI Group, has been instrumental in the growth of the community that now covers the entire @TheDock tech campus in



Hull (soon to be two office blocks and four large buildings on completion of Wykeland's new net-zero building in July 2023), while continuing to develop C4DI Northallerton. Tina's experience, professionalism, knowledge and welcoming personality extends beyond C4DI and she has become a pivotal and inspirational part of the @TheDock community. 🌟



## ARCO PARTNERS WITH HULL AND EAST YORKSHIRE CHILDREN'S UNIVERSITY

Arco, the UK's leading safety company, has partnered with Hull and East Yorkshire Children's University, a charity that aims to raise the aspirations of young people through unique learning experiences. Arco will provide new branded uniforms for the charity's 15 volunteer leaders as well as funding for an 'experience' session for a class of children in 2022-23, which will include a visit to a farm.

HEY CU aims to improve the mental wellbeing of children through engaging activities and sessions run by experienced leaders and volunteers. This is particularly important post-Covid, as an online survey between October 2020 and February 2021 found that 41 per cent of 10-to-11-year-olds and 52 per cent of 16-year-olds felt their mental and emotional health had worsened during the pandemic.

Natasha Barley, CEO of Hull and East Yorkshire Children's University, said: "HEY CU has a longstanding relationship with Arco, which has provided us with great support over the years, including experiences

at the National Distribution Centre for primary school children who learn about careers at Arco, Arco staff volunteering and fundraising for the charity, donations from the Arco Community Panel to support our work, donations of uniforms for our mini City of Culture reporters in 2017 and more recently for our team at HEY CU.

"It's wonderful to have this relationship recognised formally in a partnership and we look forward to working even more closely with the team at Arco to inspire local children to fulfil their potential."

David Evison, managing director at Arco, said: "Helping young people to achieve their full potential is one of Arco's core objectives when it comes to supporting the communities we operate in.



*WELCOME SUPPORT: Jo Ingham and Rosanna James of Hull and East Yorkshire Children's University in their branded clothing supplied by Arco*

"Having worked with HEY CU for a number of years, we are delighted to be supporting them further through the funding of an experience session for a class of children in 2022-23 and by providing new branded uniforms for their team of experienced volunteer leaders.

"We are also looking at how our colleagues can help HEY CU through volunteering and mentoring opportunities." ●

**Join Team HEY Children's Uni and take on a challenge to be proud of!**

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# Q&A WITH NATALIE HOUFFE

A quick chat with BW's new events director



**What's your business background and how long have you been in business?**

My dad has been a strong influence, as he always had his own business and has been quite the entrepreneur. He taught me early on about both the advantages and challenges of working for yourself. I am the co-owner and director of Pool Heat, which supplies and maintains swimming pool environmental systems throughout the UK. We deal with commercial and private pool owners, local authorities and swimming pool installers. It is a niche business that my husband and I set up during the recession more than 15 years ago.

**How did you get involved with Women in Business?**

I got invited to a Women in Business event by a friend of mine. It was the Women of Achievement Awards 2012. It was my first-ever business event and it blew me away and totally inspired me. I signed up to be a member the same day and joined the committee shortly afterwards. I attended almost every event for over a decade thereafter. I ended up becoming the chairman, which lasted for three years, which is unprecedented and was all totally unexpected.

I have just hosted and organised the WoAA Awards 2022 along with the WIB Committee that I have come to cherish. We had Gloria Hunniford as our guest speaker – she was

rather cheeky and very entertaining – incredible finalists, fantastic sponsors and 400 guests. I was blown away all over again... puff!

**What do you like most about organising events?**

I love bringing people together, helping them feel relaxed, happy, connected and seeing them flourish. Seeing what people or their businesses need and helping them find that key component right there in the room is amazing. The more people, venues or businesses you know, the more people you can help.

Every person or business has their part to play at creating a symbiotic relationship, which creates a positive impact on local businesses, and that in turn affects the whole business community, local economy, and so on. I'm a very creative, practical person who likes organising and I'm buzzing with ideas. It's a dream job for me. It's like creating a fun puzzle – you put the pieces together to create a great time and experience for everyone. Plus, you know it's going to help people too.

**You're coming on board as BW's events managing director – what are you looking forward to about the role?**

I'm looking forward to creating some fabulous events that people will enjoy and have new experiences they will never forget. I want to do something different and have some real

fun, be a little daring, perhaps experimental and most importantly connect businesses and people together all while enjoying themselves. I've met some of the BW team and they are a great group of people whom I'm really looking forward to working with in my new chapter.

Time is so precious, and people are so very busy; it's so easy to email, text and communicate virtually now. Business events and networking play a major role in maintaining our personal interactions, which are vital for our wellbeing and happiness. I intend to create some business events and opportunities that will encourage the workaholics and networking-phobes out there to change their mindsets. We will be inclusive, friendly and forward-thinking, creating personalised events to make a positive impact within the business sector. Plus we will have fun developing a new community together.

**What are the biggest challenges when putting events together?**

You can organise everything to perfection, but it's a live performance, isn't it. Plus, everyone is watching, maybe even recording! There will always be some improvisation and issues on the day. Adaptability and a cool head are key.

**You're a very busy person – if you get any free time, how do you like to spend it?**

My girls poke fun at me about how busy I am, but they know that's how I like to be. My spare time is for my family and friends. I am very lucky, as we are all very close. We enjoy the theatre, games, cinema, crafts and we are all foodies! I'm in a choir, too – singing releases the happy endorphins, you know. My husband and I are renovating a chapel, which takes up a lot of our spare time as we have done much of the work ourselves. Fortunately, we enjoy a challenge and have discovered knocking down walls is rather therapeutic! ●









# Purls of wisdom

*Sam Hawcroft* talks to financial planner **Amy Gray**, who has found an intriguing way to combine her two very different businesses...

**W**hat do you get if you cross knitting with financial advice?

It's not a joke. In combining crafts with counsel, Amy Gray may have just hit on a novel idea that makes money matters less daunting – and most of us need all the financial help we can get in these trying times.

But before we explore Amy's knitting, we'll unravel the threads of how she came to be in the world of financial advice – because on leaving school she first set her sights on science, and embarked on a degree in chemistry at the University of Hull.

It wasn't long, though, before she realised that it wasn't for her. "I was a lot more sociable than your average chemist," she says. "I just didn't gel with it. I was thinking, I don't want to work in a lab – I don't want to work independently. I liked being around

people and being part of a team. I wasn't enjoying the course and couldn't see me enjoying it as a career."

Amy found a summer job at HSBC and, although she had fully intended to return to education, numerous career opportunities were opening up within the bank, so she decided to stay on and started a full-time job as a cashier.

"I loved it," she says. "There was a great team there, and I could see lots of opportunities within such a huge organisation. I was really interested in the financial advice side of things from the beginning, so I asked some of the advisers who worked in the branch what I would need to do to get into it."

Amy booked herself on to the relevant courses and began studying for her exams while working on the counter. It was supposed to be a three-year course, ►



but she ended up getting a management role after about 18 months, looking after a portfolio of high-net-worth clients. "It was all about looking after people, which is what I love – going out and understanding them, as often the finances on paper don't really tell a picture of who someone is."

A turning point came in 2013, when the Retail Distribution Review led to major reforms in the industry. The aim was to improve the clarity with which firms describe their services – so customers know that the financial products and services delivered to them are clear, transparent and meet their needs – and to increase the professional standards of advisers. "The bank had to go through quite a bit of a restructuring because a lot of the advisers were not at the required level," says Amy. "Fortunately, I'd already done my exams, so at that point I applied for a financial advice job, and got it."

For the next nine years, Amy worked in a variety of financial advice roles, but her biggest frustration was the lack of control she had over her client portfolio. "Every two or three years, they would move us all around, giving us new clients and areas to look after. But the job is all about relationships. You'd just get used to people and then they'd say, right, you're going to be working with some new clients now."

I felt like I was doing a good job building relationships and then they would change everything."

The pandemic transformed her working life yet further, as Amy was, like millions around the country, forced to become home-based and carry on over Zoom. It worked so well that the bank decided to keep the homeworking system in place and close some of its offices, and Amy's portfolio underwent yet another restructuring.

At this point, she felt she needed to "break the cycle", even though the prospect of going it alone was "super-scary". On the plus side, she had a good salary, pension and company car, and knew the bank inside out. "I've got lots to thank them for," she says. "They were great to me over the time. I was HSBC through and through – they often say that if you cut me in half, you'd see the HSBC logo!"

However, at the same time, something was pulling her away. "The biggest thing was that if I was going to do this job now for the next 25, 30 years, I wanted to look after the same clients over that term. I want to build relationships and see the plans we make play out. And I just couldn't do that in the bank environment."

Having worked for HSBC for so many years, Amy knew that trust in a brand was important, especially in the world of

financial planning. So she decided to set up under the banner of St. James's Place, a FTSE 100 firm that manages £150 billion of clients' assets. Its advisers are self-employed and have complete freedom to manage their business, but they operate secure in the knowledge that they have all the necessary legal and regulatory backing.

It was a leap for Amy, but, with two young children, it became more about work-life balance than money. "At the bank, everything was always about work, and it was very prescriptive in terms of the hours that I needed to be there. I just didn't feel like I ever really had time for me. Looking back now, 18 months later, the biggest benefit for me is that I've got that balance again. I'm there for my children – I don't miss their sports days, or the school play, and I can even do the school run a couple of times a week."

Being limited to high-net-worth clients at the bank also meant she couldn't help as many people as she wanted to. "Sometimes you'd look after a couple and they'd say their daughter needed some advice, but she might not have enough money to qualify, so she'd have to go to another adviser. Whereas now I can look after anybody – and whether someone's got £20,000 or £5 million, people have the same concerns. Obviously, the more money they have, the more detailed planning is needed."

People often joke about not having enough wealth to manage, and Amy says she might consider rebranding the "wealth management" tag – because anyone can benefit from financial planning.

"I find that as you progress through life and your assets and income begin to increase, you can start considering how to enhance your position," says Amy. "This could mean anything from looking to retire early to paying private school fees. I work with clients who have sold businesses, received an inheritance or even in some cases won the lottery! Everyone's priorities and objectives are different and it's really important to me to understand those goals and then guide my clients to make important and often difficult financial decisions." ►







She now has far greater freedom to spend a lot more time with clients, assessing their attitude to risk, tax situation and keeping abreast of any changes in legislation that might affect them. "I love working with clients to save money by making sure they are using all the allowances available to them," Amy adds. "Sometimes structuring things slightly differently can have a huge impact. Regular contact and future planning review meetings are key to ensuring that we maximise wealth and stay on track to achieve clients' goals and ambitions."

However, having never run a business before, she found herself on a steep learning curve, and marketing herself was one of the biggest challenges. Like many people in the Hull and Humber area, she benefited hugely from the support of For Entrepreneurs Only, joining a peer group and the 360 programme. This has helped her recruit her first member of staff, as, in her own admission, she sometimes struggles to delegate.

"It's been good working with Becky to help her to understand how things work. 'Systems and processes' was part of the 360 course and I thought, well, I don't have any systems and processes! But of course I do – they're just in my head because I don't write them down. I just do them without even thinking. So, bringing Becky in at the same time as going through that was good. We would make a flow chart and write the process down, which has helped me to formalise a lot of what I do."

Another of Amy's passions is financial education. Through St. James's Place, she runs Money Matters workshops in primary schools, explaining the basics, such as what mortgages and credit cards are, how investing works, etc. "I've done it in three different schools over the past year and it's been nice to be able to give something back. Young people still aren't given enough understanding of financial issues in schools, I feel."

However, you must still be wondering... what about the knitting?

Having always been into crafts, Amy learned how to do arm knitting on a workshop a few years ago, and family and friends soon asked her to teach them how to do it, so she began hosting a few sessions of her own, setting up a business called Mahullsive Knits. But it was in the intervening period between leaving HSBC and waiting for her authorisations to come through for St. James's Place that she decided to take it to the next level, running informal arm knitting sessions in a glamping tent in her garden.

Linking it to financial advice eventually came about because people were asking her what she did for a living. "Then they'd say, oh – can I just ask you a question about my pension? They saw me as much more approachable. They probably wouldn't seek out a financial adviser, but if there was one in front of them..."

Thus knitting and knowledge was born. "I decided to run some networking sessions whereby people would come along, do a craft activity such as arm knitting, and also learn something at the same time," says Amy, "whether it's about financial advice for women, pensions or many other key topics. There is a short presentation, but then there is an enjoyable craft activity and a follow-up, so if anybody wants any further information, they can access it."

It is, in Amy's own admission, a "random" idea – but it puts a bit of fun into finance, which can never be a bad thing. She does also have plans to grow her financial business, saying it would be "amazing" to have another adviser working with her in the future.

At the workshops, Amy provides the chunky wool, and all the attendees have to do bring is their arms. And, as she told one person who was perhaps slightly confused as to whether they could keep the equipment, you can take them home with you, too... ●

#### **Amy Gray Wealth Management Limited is an Appointed**

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# CARBON-FRIENDLY STRUCTURAL STRENGTHENING

## GIFTS REGENERATED STUDENT HUB TO NEXT GENERATION OF STUDENTS

Working with Eckersley O'Callaghan Engineers, Fulkers Bailey Russell, and Willmott Dixon Interiors, Composites Construction UK Ltd (CCUK) carried out extensive complex design, supply, and installation of carbon fibre strengthening throughout the building.

### OVERVIEW OF THE WORKS

The architectural proposal of the 60+-year-old building was created considering the expectation of load increases in several areas, and it took 14 months and 500 man hours to complete - including phased and extended design periods. This prolonged time frame allowed for an in-depth analysis of the NDT, sampling, and testing, and back analysis of the building's structural elements.

To put it into perspective, CCUK used 300 individual design cases across the 4-story building, using 9 design phases!

### PREVIOUS STRUCTURAL CONDITION

The building's original frame consisted of RC columns, RC beams, and one-way spanning waffle slabs. Lateral stability is provided by reinforced concrete shear walls located mainly around the stair cores. The foundations are a mix of reinforced and unreinforced concrete pads.

Special features within the original building included an internal RC transfer wall and three large atria. Some structural modification works have taken place throughout the building's lifetime.

Along with CCUK's signature Tyfo Fibrwrap systems, the project also required over 14,000 carbon fibre anchors to improve flexural and shear strengthening of the beams; these were also designed, manufactured, and installed by CCUK. All structural strengthening works align with current carbon-neutral targets and include new floor extensions.



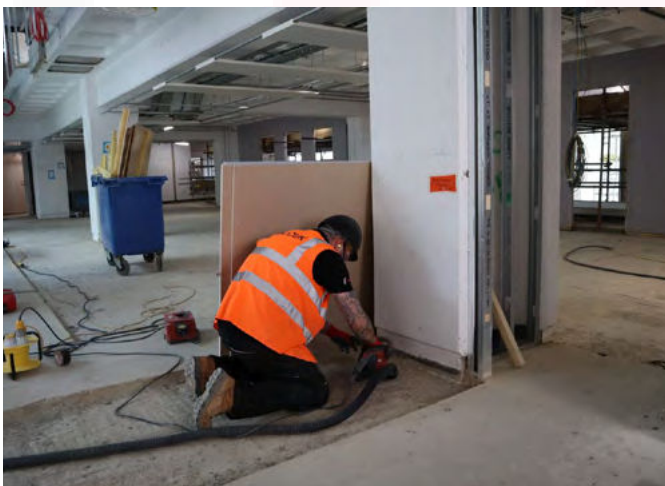
suspended from roof level and cantilevering from existing floors, heavier new facades throughout to support various conditions, and new archive storage, book shelving areas, and MEP plant units on the roof itself.

A 'blue roof' was installed including a rainwater attenuation system, which is in line with sustainable drainage principles. Lastly, the works included the installation of new equipment, air-handling units, pipework, and chillers. Extensive preparation of surfaces receiving the carbon fibre was also required.

**LSBU IS BY FAR THE LARGEST CARBON FIBRE STRENGTHENING PROJECT CARRIED OUT IN A BUILDING IN THE UK TO DATE. THIS DESIGN AND BUILD PROJECT RESULTED IN OVER 8000M2 OF TYFO FIBRWRAP CARBON FIBRE STRENGTHENING SYSTEMS BEING INSTALLED**

#### **WHY CARBON FIBRE?**

Carbon fibre strengthening was chosen for this project due to the non-intrusive application, speed of installation, and reduced weight compared to traditional methods of adding concrete or steel.



Development of the strengthening system started well before the tender stage and included extensive discussions and meetings between the design team and the client's project team.

The contribution of carbon fibre strengthening to this project helped to demonstrate how an existing building can be upgraded, extending its design life by another 50 years and achieving a contemporary look while minimising the carbon footprint of construction. By refurbishing and saving as much of the existing materials as possible, the cradle-to-gate embodied carbon component related to the substructure and superstructure for the project is just 49 kgCO<sub>2</sub>e/m<sup>2</sup>.

#### **LARGEST PROJECT**

The London Road Building is the largest carbon fibre structural strengthening project to be carried out on a building in the UK to date. Although carbon fibre is predominately specified for strengthening in infrastructure projects or as part of remedial works on site due to mistakes or unforeseen changes during construction, it was considered the best option for this redevelopment.

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# THE ART OF MARKETING

HelloU founder **Helen Gill** tells *Sam Hawcroft* about her passion for inspiring the next generation of digital marketing creatives...

**B**randing, marketing and communications are everywhere you look, even down to the logos on your clothes."

So said Helen Gill's graphics teacher many years ago, and it's resonated with her ever since.

Her first taste of work experience in the field came by way of a week's placement at Hull-based Strawberry while she was studying for her GCSEs, and she loved it so much she went on to study for an NQV Level 3 in graphic design. While at college she returned to Strawberry to do another placement, and ended up working there for five years.

Working on the Hull City programme, as well as East Yorkshire tourism guides, gave Helen a good grounding in marketing and design, as well as turning around publications to tight print deadlines – an eye for accuracy being essential.

A role at a fast-moving consumer goods company in Castleford followed, working on packaging and labelling for products going into major stores such as Asda, Aldi and Lidl – just as digital marketing started to take off in the mid-2000s.

Having always been something of a "fixer and improver of processes", Helen went above expectations to set up the company's website and email marketing, as well as creating a new internal Filemaker database. "When I started there,

they were just using an Excel document to keep track of core data and information," she says. "I just spotted an opportunity, and I knew I had the skills to be able to put those things in place."

After a while, though, commuting to West Yorkshire began to wear a bit thin, and Helen sought to move back to Hull. She signed up to a recruitment agency that soon found her a position as a technical marketing coordinator with Microgard, a global personal protective clothing firm. It wasn't as creative a role as she'd been used to, but, having had a taste for devising technical solutions at her previous firm, she relished the challenge.

It proved to be an extremely rewarding move. She was initially tasked to bring all the company's marketing in-house – from brochure designs to branding and technical documentation and packaging – but she also created a chemical permeation database that won her an internal innovation award. This system earned her a nomination in the "Best Global Reach" category and she reached the finals at the 2018 Hull and East Yorkshire Digital Awards.

"I'm so intrigued about new technology and what can be done with it – how systems and processes can be enhanced," says Helen. "I didn't have any form of qualifications in that area, but I just listened to what ►



was needed and put the solution there. Attending the awards gave me a glimpse into the Hull community and sparked my ambition in digital.”

Helen’s work on the database provided an innovative solution for Microgard and, through its 2015 acquisition by global firm Ansell, this enabled efficient data migration and further database development within the company.

When Microgard was acquired, Helen had to adapt to new ways of working, as well as new cultures, so it was at this point that she began her academic journey with the Chartered Institute of Marketing, which recognises marketers who achieve the very highest levels in their profession.

“I was very creative and had a lot of marketing experience, but I wanted to develop my marketing knowledge and skills to help me progress in my marketing career,” she says. “Having gone into work straight from school, completing my NVQ and HNQ in graphic design, it felt like the next logical step.”

It took Helen about six years of flexible distance learning, while bringing up her two young children, to complete her

CIM Professional Certificate and Diploma in Marketing, most recently achieving Chartered Marketer status – and supported all the way by her management team of Rob Holt and Paul Bryce (the latter appears elsewhere in these pages as one of our Top 20 Most Inspiring Business Leaders). “I have been lucky to have worked with some inspirational leaders who have helped me develop in my career,” she says.

In 2019, after a promotion to digital marketing specialist, Helen led the #AnsellProtects innovation engagement programme to mark the company’s move to the tech hub C4DI in Hull.

“The innovation engagement programme helped to embed Ansell in the digital community and helped to strengthen its digital knowledge and expertise,” says Helen. “I was proud to be part of this, connecting local companies to collaborate with Ansell on some exciting projects. A key moment for me was when the executive leadership team came to Hull, so there I was, presenting to the CEO of this billion-dollar company, which was an experience I will never forget. And this had come from pushing myself constantly.

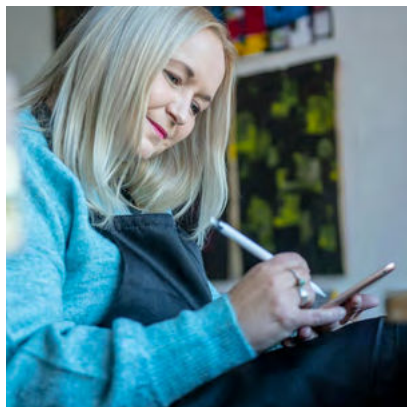
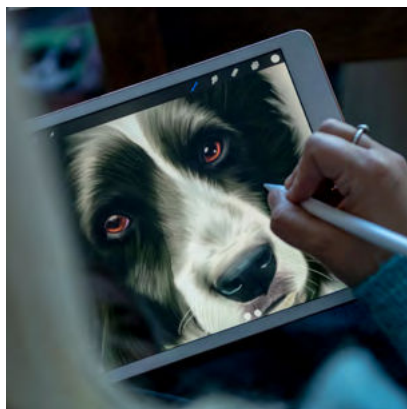
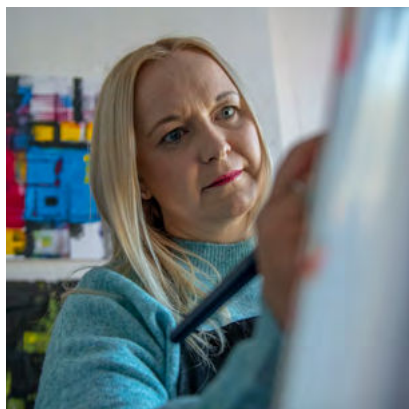
Sometimes you do things that you might feel uncomfortable doing, but you realise you have to if you’re going to grow and build your confidence.”

Covid, as it did for so many people, prompted Helen to rethink her career ambitions and strike out on her own. “It sounds a bit of a cliché,” she says, “but it was a ‘now or never’ sort of moment. I told myself, stop dragging your feet – you’ve done all these qualifications and got all this experience – you can do this. What’s the worst that can happen? I had a really good job and I had security, but I had to realise my ambition to start my own company. My husband and family were so supportive and always believed in me, telling me there was nothing I couldn’t do. I asked myself, what if you never do it, and 10 years from now you’ll wish you had?”

Helen spotted an advert for a self-employed marketing tutor with the Oxford College of Marketing, where she’d studied for her marketing qualifications, at the same time as setting up HelloU Marketing. Being skilled in website design and technology, she was able to create her own virtual “shop window”, complete with eye-catching branding. Clients have included Campbell Electrical & Renewable Services, helping with business planning, branding, website development and digital marketing.

Her Chartered Marketer status and broad skillset immediately set her apart from the crowded field of PR firms in Hull. “With a lot of other agencies that people might potentially go to, they just take what’s there and roll it out,” she says, “whereas I look at marketing from a strategic level, understanding the bigger picture to put a marketing roadmap in place, so resources become more focused, and the business becomes more efficient in reaching its goals.” In addition, Helen’s broad knowledge and experience enables her to provide added value to clients who want support for the whole marketing process from planning, content creation and communication through to digital marketing delivery.

Education has become a huge part of Helen’s work, and it’s an area she is keen to expand and seek corporate support and sponsorship for. In 2020, she launched Digation, a platform that aims to inspire and educate the next generation of digital creatives, by providing in-school digital ►







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literacy projects and workshops. So far it has included a website design project at Thanet Primary School, with children from years five and six, and a green-screen project at Estcourt Primary School with Foundation-aged children.

She has also recently partnered with the Thrive Co-operative Learning Trust and Newland School for Girls, helping with marketing planning, and running an awareness campaign with the latter called #AchieveAnything, challenging pupils to come up with positive affirmation statements. "It fits with my journey of keeping a positive mindset, believing in yourself, and seeing what other people see about you as well – because something I'm maybe a bit guilty of is not standing back and actually appreciating what I've done and what I've achieved."

In this spirit of "giving back", another partnership she's particularly proud of is the

creative campaign for #RidetothetheRock, an Amsterdam to Gibraltar cycle challenge by Yorkshire nurses Andy Dennis and Tracey Hill that helped raise more than £25,000 for Médecins San Frontiers. "I'm always looking to help others and use my skills for good," says Helen.

She is careful to manage her workload, though, as she's all too aware that life outside the nine-to-five can become a bit full-on if you let it, so she makes sure she finds the right work/life balance by using her digital art as a much-needed escape from time to time.

Helen has an art studio at Hull's Feral Art School and is on the supported artist scheme. In keeping with her interests as a creative marketer, her art is inspired by technology, communication and creativity, and she and her fellow artists are staging an exhibition from December 9-16.

"My art helped me get through lockdown," she says. "Working for myself has enabled me to have more flexibility to look after my family, ignite my creative side in my art studio and have crucial thinking time for my business."

With the marketing agency in its infancy, Helen is hugely excited about the future and where she can take it, especially in terms of the educational aspects. As this magazine went to press, she was presenting at Hull College as part of Tech Week Humber, saying she hoped her story would inspire children to choose marketing as a career, and she has just signed up with Young Enterprise's Company Programme, which will see her volunteering at Hymers College.

"While it's important to look back to see how far you've come, I'm constantly moving forward," she says. "I have come this far – and I'm not about to stop now." ●







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# East Yorkshire Developed Digital Health Product Takes Innovative Approach to Musculoskeletal Health

An app designed, developed and sold by an innovative partnership between two East Yorkshire based businesses is helping to tackle one of the most common work-related illnesses.

Last year, musculoskeletal disorders (MSDs) accounted for 28% of the estimated 27 million working days lost, second only to mental health and number one in sectors like construction, manufacturing, logistics and agriculture, causing health implications for countless workers across the UK and billions of pounds of lost productivity and revenue.

After several years of development, FLX Health and the UK's leading safety company, Arco, brought the FLX App to market in 2021.

Developed for Android and iOS, the FLX app enables users to self-manage their MSD pain or improve their biomechanical performance to minimise the occurrence of MSDs. The app learns from the user's input via a series of assessment exercises that look at the range of movement and the

pain experienced. It then provides a series of restorative and pain-relieving exercises that are personalised to the individual user's feedback.

The app was developed based on algorithms created by FLX Health Co-Founder and Chief Medical Officer, Martin Haines.

A leading global biomechanics expert, Martin undertook over 15 years of clinically proven research examining how 4,500 people moved and why they moved a certain way.

"After having gone through an extensive period of research, we concluded that there was a real need for a new solution," said Martin.

"The FLX app is a fundamentally different approach to self managing MSDs by helping to not merely address the pain of MSDs but prevent them by taking the user through a series of tests to identify biomechanical causes and then provide recommended exercises and utilising self-treatment options, such as massage.



*Martin Haines, Co-Founder and Chief Medical Officer at FLX Health*



*Rob Lewis, Co-Founder and CEO at FLX Health*



"Following completion of the initial course of treatment prescribed, the app reassesses the user and provides further personalised recommendations.

"The whole process is like a personal appointment but without the need for lengthy and costly physiotherapy referral and the information provided is evidence-based and consistent for every appointment.

"Ultimately, over a period of time, the user can experience a reduction in pain, increased flexibility and mobility and continue to lead a safe and productive work life, while maintaining social and economic stability in their personal life."

The FLX app was developed by Yorkshire's leading media production company, Eon Visual Media.

Recently, a new feature has been launched that adds additional value for businesses and organisations.

The new FLX Health dashboard provides important feedback on the state of MSDs under treatment by employees within a business or organisation. The process is supported by a powerful reporting engine that allows a proactive assessment of trending issues categorised by gender, age group, location, department and, most importantly, role.

John McKindland, Arco's Technical Sales Manager for FLX, said: "In understanding commonly reported MSDs, by any of these parameters, it allows the employer to proactively make reasonable adjustments to working practices, provide additional rest breaks or introduce new equipment to facilitate a task.

"Most importantly, by understanding the limitations of the individual employed for those tasks, it means the risk that the individual poses to themselves and others around them, when working with pain from a recognised MSD, can be understood and mitigated.

"Redeploying staff into other roles to keep them active and engaged is good for productivity and mental health. The dashboard provides that data and enables this assessment and the means to demonstrate to the workforce that no matter what the role, age group or gender, the FLX App, once deployed, provides a positive impact on MSDs now and limits their occurrence and the risk they represent today and every day."

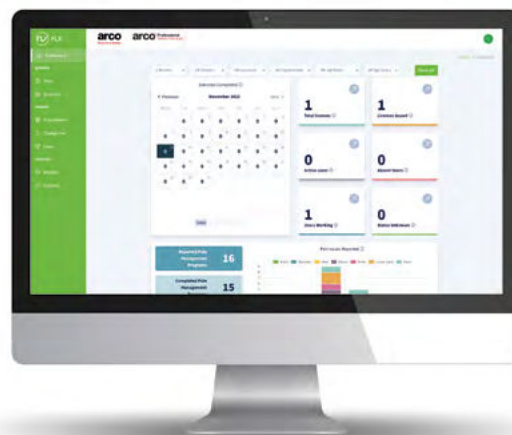
Arco is continuing to work with FLX Health to invest and further develop the app with Eon. Planned additions include Gamification and a new 'digital twin' function that uses augmented reality via a smartphone camera to show a 3D visualisation of the body, highlighting areas undergoing treatment and current progress.

Rob Lewis, Co-Founder and CEO at FLX Health, said: "These exciting new developments will incentivise users of the FLX App by providing data around things like personal milestones and streaks related to exercising to generate awards and prizes.

"We are especially excited by the 'digital twin' function, as this will provide app users with important visual history to support them in their recovery from an MSD and to highlight areas that have caused them issues in the past."

James Cherry, Head of Eon, said: "We're extremely proud of the FLX app and the web-based business analytics dashboard.

"At Eon, our mission is: Creating. Inspiring Digital. The FLX app is a creative and inspiring digital approach to managing MSDs and looking after your own physical health as well as empowering businesses to understand the wellbeing of their employees and identifying any ways of working that could be improved.



"The app includes a complex algorithm with a user friendly front-end, carefully designed and optimised for both Apple and Android platforms.

"We are also particularly excited to be working on the latest new gamification and augmented reality features."

**To find out more about the FLX App and how it can help your business or organisation, visit:**

**[www.arco.co.uk/expert-advice/musculoskeletal-disorders](http://www.arco.co.uk/expert-advice/musculoskeletal-disorders)**









# THE SOUND OF SCIENCE

We've all self-medicated with music at some point in our lives, but **Gary Jones** tells *Sam Hawcroft* that his 'greatest ambition' is to see it prescribed on the NHS...



I learned piano as a child, and often, when I had a headache or felt under the weather, I'd play my favourite Beatles songs and the pain would ebb away.

Little did I know then that self-medicating with music – the power of which has been recognised for centuries – would turn out to be strongly backed by science and that, now, artificial intelligence is being used to help doctors treat all manner of conditions.

Gary Jones's own musical journey began when his uncle bought him a plastic guitar for his 13th birthday in the mid-1970s. Inspired by his musical family, he taught himself how to play, started a school band and began putting gigs and events on in his local area.

He later went down to London to manage a band, and so began a 30-year career in the music business that saw him run a label in the US and contribute to numerous B2B and consumer titles including *Reader's Digest*, *Music Business International*, *Moneywise* and the *Times Educational Supplement*. He also launched his own business publishing specialist photography books and magazines.

Towards the late 1990s, he began to focus on the creation of content management systems, co-founding an e-commerce IT website, developing SMS products and providing mobile and wireless consultancy services for multinational clients.

In 2013, he was offered the position of senior partner manager at Omnicore, a global B2B cloud ►

music platform provider, running Sony's Music Unlimited streaming service across 19 territories. It was there that he met Professor Mark Sandler, head of digital music at Queen Mary University of London, where researchers had invented algorithms that, when exposed to a piece of music, extract its digital DNA, such as its tempo, timbre or key.

"Confucius, Einstein and Martin Luther King have all extolled the benefits of music to health, and the science is solid," says Gary. "There have been 25,000 papers published during 40 years of research. So, it struck me if I could combine that with my knowledge of music and licensing, and my technical experience in terms of building content management and content delivery platforms, I might be able to create a service that mimics the human brain's response to music."

Back then the science was still "embryonic", says Gary, so he spent the next few years building a library and reading thousands and thousands of research documents, to the point where – although he stresses that he's not a doctor – he can hold a decent conversation on matters of the human brain. But the real catalyst for

taking the plunge and launching MediMusic was leaving the capital and heading up north.

"Two years ago, I moved to Yorkshire through a variety of reasons," he says. "I was coming up here more regularly with my ex, whose mother was ill and died recently of dementia. And I just fell in love with Yorkshire. Even though I'd been in London for 36 years, I'd never really felt like it was my home. Yorkshire felt like my spiritual home. So I decided to cut ties in London and thought, let's do something the way I want to do it."

Gary acknowledges that, in some ways, it would have been easier to launch in the capital because of all the contacts he had there – and a major challenge of moving up north was the fact he "literally didn't know anybody, apart from my elderly in-laws".

However, unlike in the capital, people here tend to be far more welcoming and receptive, he adds. "In London, you can lock on a door 20 times before someone even opens it up. We wouldn't be at the position we're in after just two years, had we been in London. Most of the people who are involved with the business have ties to Yorkshire, and all the service providers I

use are in Yorkshire, where possible. And in London it's kind of one big melting pot, but up here you've got Leeds, Manchester, Liverpool, Sheffield, York, Hull, which all have their own kind of micro-economies and they're all within about an hour of each other."

Establishing MediMusic at C4DI in Hull was another driver – many people who have featured in these pages have spoken about how the tech hub is a close-knit community where there are connections, help and support down every corridor.

"We were introduced by Barclays Eagle Labs, which is based at C4DI, to the innovation department at Lancashire Teaching Hospitals NHS Foundation Trust, and that's where it all came from – that was the initial big contact we got," says Gary. "It led to the evaluation and validation process of our software within its dementia ward." Indeed, initial clinical trials there found that the use of MediMusic reduced dementia patients' heart rate by up to 22% during the pandemic.

Did Gary find any barriers to the perception of music as medication? Is there a danger that it is seen as quackery and lumped in with therapies such as homeopathy or reiki, which the NHS has recently been criticised for endorsing?

"One of the challenges was that people perceive music just as art," Gary acknowledges. "But in fact, it's a combination of six sciences – maths and physics, without which it wouldn't exist – as well as neurology, sociology, psychology and physiology. So it was an education process in terms of the immediate contacts that the business deals with, and getting them to understand that."

So, here's the science bit, then. The software uses algorithms to automatically create Spotify playlists based on a range of academic data on how people consume music – such as age, gender, nationality, response to major events, etc – that prompt a positive physiological and emotional response. By using an optional heart rate monitor, MediMusic's trademarked Digital Drip analyses the listener's response. If it doesn't respond in the way the software expects it to, it will swap out tracks at a faster or slower rate, and all of this feeds into the machine learning process.

"It also provides KPIs to healthcare ►







clinicians," says Gary, "so it shows how much money they're saving on drugs. It shows the patient benefit – in the medical world, they're known as PROMs (patient reported outcome measures) – and that refines the digital fingerprint too."

Perhaps surprisingly, procurement challenges within the NHS have become easier post-Covid, says Gary. "They're a lot more open and they're making some amazing changes in a very short space of time. I was part of the steering group for one aspect of the NHS in terms of funding trials and projects. They listened to what everybody had to say, took it away, revised it, and within three or four months – which is short for the NHS – came back with a solution. It's a lot more dynamic, I think, because a lot of the people at management level are younger. They have devices, they understand the internet, so that adoption process is almost part of that digital health culture that they've been living. You'd be amazed by how many medical professionals are musicians, too."

Gary also credits the "absolute genius" of Larkin PR's David Prescott, whom we profiled in the autumn issue of BW. "He's brilliant. I can't extol his virtues enough. He's been fundamental in getting people's awareness of us accelerated. And he's indicative of a lot of the people at C4DI – there's a massive pool of talent there."

MediMusic's recent growth means that it has expanded to larger offices at Ergo, in Hessle's Bridgehead Business Park. There are now nearly 30 people involved with the business overall, but, as Gary points out, one of the biggest burdens on companies is employment, so he likes to "keep it lean". He adds: "We've got a couple of part-time staff – a research assistant and someone doing the social media. Because this is evolving so quickly, I've been really careful about hiring. But there are defined roles that I will be hiring for soon, and you've got to hire the right people at the right time. Sometimes that can be hard, but, you know, this isn't my first rodeo."

Having won a grant of £81,000 from the SparkFund (a University of Hull scheme backed by the EU), Gary is planning scientific trials for the next two years, with a team working on the music information retrieval algorithm that splits music into various stems, such as bass, drums, vocals and key, and processes the relationship

between them and their influence on the brain. "It's research that nobody else has done," says Gary. "Academia just couldn't do the machine learning that the power of a computer can do quite quickly across a very broad set. But we've had fantastic response and support in this area. It is all about the science, and it always will be – it has to be evidence-based."

In September, MediMusic landed a further £1.2m in funding, including £200,000 from Finance Yorkshire, as well as backing from the University of Hull, fellow C4DI business Sauce and private investors. The following month, it was announced that MediMusic had become the 19th startup to join Abbey Road Studios' music tech incubation programme, Abbey Road Red.

This will help the company launch its next set of features, including new bio-markers alongside heart rate, and tackling the new area of pain reduction with music. "We're very pleased to be part of that," says Gary, "especially because they bent the rules a bit, because normally you have to be seed-funded and at least heading towards revenue. When they invited us, we were

neither, but we are now, and it means Universal Music Group now owns 2% of us. That will obviously improve our kudos."

Then came two major awards successes. As we went to press, MediMusic had just scooped Startup of the Year in both the HullLive Business Awards and the Yorkshire Post's Excellence in Business Awards. What with this, and Gary's plans to launch in the US, these are incredibly exciting times.

What medicine would Gary dispense for himself?

"My taste is eclectic – classical, country, rock, folk, opera," he says. "With the possible exception of David Bowie, I've never really been an 'artist' fan – It's always been about songs for me."

He adds that his "greatest ambition" is "to be on my deathbed, in 20, 30 years' time, maybe longer – who knows what's going to happen in science? – reflecting on my life and actually having achieved it, that music is dispensed as medicine." In just two years since he launched MediMusic, he has made huge leaps towards achieving this.

"There's still lots of work to do – but that's the exciting part." ●







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General manager  
 Debra Hutchins on  
 how she and her  
 sister are dedicated  
 to excellent  
 customer service

# It's a family affair at the Holiday Inn Express, Ferensway



Our careers started in very similar ways.

Alison was employed at the newly opened Trust House Forte in 1986 on a youth opportunity scheme, while I worked for Mansfield Breweries. Once Alison completed her YTS she was taken on permanently at the hotel and was promoted to floor supervisor. She eventually left Hull to work as a housekeeping supervisor at the Hilton Hyde Park, London.

While missing my little sister, I carried on working for Mansfield Breweries until I realised that a pub was not the place I wanted to bring up my baby son, so I started looking for new employment.

Our career paths took us on different adventures, but when we returned to Hull, Alison and I both applied for positions within what is now Holiday Inn Hull Marina. We have worked in the same team since 1994 and most of the time have been aiming for the same results.

We both have the same career vision and made sure we were trained in all departments of the hotel, ranging from pot wash, general maintenance, housekeeping, restaurant, covering party nights and weddings – and we both ended up in the sales office. Alison

looked after conference and weddings while I was revenue manager.

I had not been looking for another job, but I was informed that the Holiday Inn Express was looking for a general manager and my curiosity got the better of me. So, I applied, wondering, "Could I do this?"

After four interviews, I was handed the keys to the hotel on January 9, 2012. Realising that the hotel did not have anyone in-house taking reservations, I only had one person in mind to call – and Alison started at the hotel three months later.

Some people ask how we work together because we are family, and my answer to that is easy. Alison and I are passionate about making sure our guests receive excellent service and we enjoy a family atmosphere. We bounce off each other... and sometimes scream at each other as well as laugh.

Foremost Hospitality, the company we work for, is a big believer in a happy family life and makes sure we have the correct working and family life balance.

Alison and I hope to carry on working together until retirement... and that will be where we differ! ●



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Determined to help companies trade internationally, this award-winning translation and interpreting company is flying the flag for Humber growth

# A language company that means business

Developing and promoting tailored services for the private sector has been Language is Everything's mission during its 30th anniversary year, and as 2022 draws to a close, managing director Lloyd Tidder reflects on the character of this unique company.

Employing 25 staff in central Hull, Language is Everything works with a network of more than 500 expert linguists and provides round-the-clock services in any language.

"In 2010 our CEO Carolyn Johnson MBE rolled up her sleeves and took over the running of World Trade Centre Hull & Humber," says Lloyd.

"With a strong belief in the global potential of the region, she was a key figure in opening up opportunities and helping businesses develop global aspirations."

Lloyd joined the company in 2014 and is the driving force behind the future development of the business.

"We are driven by our commitment to providing fantastic customer service and have worked tirelessly over the years to earn a national reputation in the public and charity sectors for the quality of our work,

with clients including Unicef, Macmillan Cancer Support, The Stroke Association, local authorities and NHS trusts all over the country," he says.

"Today, we are equally busy championing and helping businesses with our services."

Working with manufacturers, the legal sector, the service sector and many more, Language is Everything partners with customers to support their growth through bespoke project management.

"We have just been exhibiting at a major national business event in London and there is a real appetite from ambitious companies for developing overseas business. We have a team of experts who can provide the tools and support needed to achieve their goals."

Language is Everything provides specialist translation services that include legal documents, marketing material and websites.

In addition to its translation services, the company has worked hard to become one of the UK's market leaders in on-demand telephone interpreting.

Lloyd adds: "If you need to speak to a client or supplier whose first language is not English, just give us a call and we will do the



Kier Allwood, operations manager





*Language is Everything managing director Lloyd Tidder with CEO Carolyn Johnson MBE in Hull's Old Town*

rest to ensure that all parties are connected and understand each other before leaving you to do business anywhere in the world.

"It's so straightforward and, while we embrace the use of technology, we have avoided automation, preferring a quality, fully managed service to remove any

potential for our customers to experience stress and frustration."

To provide the best service to its customers, the company supplies a full suite of services including video interpreting, face-to-face and British Sign Language interpreting.

Language is Everything is a proud partner of Hull City and recently assisted a club press conference using one of its Spanish interpreters who has vast experience working with a range of clubs in the Champions League.

"We are very proud of our interpreting and translation services, choosing exactly the right linguist for each job and meeting tight deadlines," says Lloyd. "Our customers know they can rely on the accuracy for business-critical documents, technical work and product labelling."

The company has recently been voted 35th in the top companies to work for in the UK and the third-best workplace for women by Great Place to Work.

"Language is Everything is a 'people' business that has a strong set of values and a commitment to quality and integrity in the way we do business, and this will continue over the decades to come," says Lloyd. ●

**If you are interested in finding out how language services can help your business, please contact [lloyd@languageiseverything.com](mailto:lloyd@languageiseverything.com) or [hello@languageiseverything.com](mailto:hello@languageiseverything.com). Alternatively, you can call 01482 971600**



*Aimee Flanagan, customer service team leader*



# FOCUS ON FINANCE

These continue to be extremely challenging times for businesses, many of which are struggling through 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, shares his tips on how to protect your business in difficult times, Cooden R&D Tax Specialists help you navigate the ever-changing changes to tax relief, while the team at Smailes Goldie report on their 22 in 22 fundraising challenge. ●







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Alan Gordon-Freeman of Sirius shares his tips on how to protect your business in difficult times

# Protecting your business in tough times

It is hard out there in the business world at the moment, but a business can expect to face a few ups and downs in 'normal' times too. Will yours weather the storm? Many of us have heard how local firms are cutting staff, hours worked, etc. Regardless of the current economic climate, often we are just being too busy being busy to keep an eye on the market and the local economy, so here are a few reminders on what we should be doing, looking for signs that things aren't as they should be, and to prepare for problems you simply have no control over.

## 1. Keep up with your sector

Don't be ignorant about issues that might have an impact on your industry. Whilst the UK's decision to leave the EU had a huge impact on businesses, we should have been prepared for either outcome. Ask for help from Department for International Trade, (DIT - [yorkshire@mobile.trade.gov.uk](mailto:yorkshire@mobile.trade.gov.uk), 0300 365 1000) they are experts, happy to help, and very encouraging.

## 2. Use data, not guesswork

Ideally you need to create a data dashboard updated monthly, so you can compare previous months or years, looking for any trends which might be a threat or opportunity. The Humber Business Growth Hub should be able to help you with comparative data for new business opportunities. ([info@humberlep.org](mailto:info@humberlep.org) 01482 485260)

## 3. Keep looking behind you

You may no longer be the first choice for your customer enquires; we have to work harder to stay in the game. Always keep an eye on your competition and make sure your market position isn't slipping. Don't neglect your peripheral vision.



## 4. Save for rainy days

Have a cache of 'emergency' finance. Aim for at least three months' break-even in the bank for comfort. The thing to do is - don't spend all your profit.

## 5. Never stop marketing

We can become too comfortable with the quality of our leads, or regularity of customer orders. Whilst we once ranked well in Google etc, complacency can set in. Often we don't monitor rankings as closely as we should, and we simply slip off the face of the web. Keep marketing, visibility is key.

## 6. Secret-shop the opposition

It's important to know what your competitors are doing, from their inbound process to their offering and quality of their service. Find out what they do well and discover where they are weak. It's good to learn from others mistakes!

## 7. Understand your pricing proposition

An important aspect of staying competitive is to understand how your rivals price their offering. If your rates are higher, can you explain why? Similarly, if you're too cheap, customers may wonder what that says about your quality. Make sure you align with your market and can justify any points of difference.

## 8. Find your niche

Is your business offering vague? Create clarity for your customers, be the best at something, or even create two businesses with a clear dividing line between them, this will help to focus your marketing propositions.

## 9. Own your company culture

Develop a company culture that suits your business and your team. Work is not just about productivity - it's about enjoying what you do and giving us a reason to get up in the morning.

## 10. Get a great team in place

Take your time to find the best candidates; and invest in them. We've all learned from poor hiring decisions, surround yourself with friendly, trustworthy staff and give them as much autonomy as possible. ●

**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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# All Change Please, All Change!

In the 17 years I have been involved in Research and Development Tax Relief, I have never seen so much change and uncertainty around the schemes. Q4 2022 certainly has thrown a spotlight on the Tax Reliefs like no time before.

At the start of the quarter, we were digesting the findings of the recent HMRC & ONS Statistics for the performance of the schemes and also the ONS comparison of Business Enterprise Research and Development Statistics to the R&D Tax Relief Statistics, that were also published on 29th September. In the past there has always been a significant discrepancy between the two, with the Tax Relief statistics always throwing out a far larger number. However, it was "all change" in the BERD statistics as the ONS looked at their modelling and felt it didn't really represent the efforts of smaller UK businesses in conducting R&D. They waved their magic wand and all of a sudden, the UK had spent an extra £15 billion on R&D in 2018 and up to £16.1 billion more in 2020. The ONS will use this model when they release their full BERD statistics for 2022 later this month.

Then in November, in the shadow of the disastrous 44 days of Liz Truss's role as Prime Minister, and the prospect of new Chancellor, Jeremy Hunt's Autumn Statement leading to spending cuts and tax rises, The Times newspaper have written a series of articles shining a light on some of the darker arts of the R&D industry. This has been followed by The House of Lords investigating R&D Tax Relief as part of their wider review of the Finance Bill 2022, where members of the scientific community, the accounting profession and the R&D Tax Relief industry have been called to give evidence.

The problem is clear for all to see, but apparently not HMRC, over the last 5 years there has been a rise in the number of firms that see cold-calling and selling their 100 percent success rates and the notion of free money from HMRC to anyone who will listen.

The changes announced in the 2021 Autumn Statement are already baked into the R&D Tax Relief Scheme and will take effect for accounting periods starting on/ after 1 April 2023.



Photo credit: Sarah Bennett Commercial Photography





Photo credit: Philip Burrowes – Avant Commercial

Some of the changes already coming in may help on the fraud and pushing the boundaries:

- notifying HMRC of any external advisor;
- signing off the R&D Claim by a senior director;
- early notification of the intention to claim, which has to be within six months after the year end for a company that hasn't claimed in the previous three years;
- all claims will have to be made digitally;
- the costs will have to be broken down; and
- an explanation of the R&D will be required

There are other changes coming in that will also affect the value of the claim for accounting periods starting after 1 April 2023:

- Subcontractors – only UK based subcontractors will be eligible in claims, so if you are near-shoring or off-shoring your development at the moment, you can still do this, you just won't be able to include the cost in your R&D claim. Would Re-shoring be a possibility? This is designed to boost the productivity of the UK and to build on the skills already in the country.
- Cloud Computing and Data costs – in an effort to keep the tax relief relevant these essential development costs for tech and bio pharma will be eligible
- Pure Mathematics – has previously not been considered a science, but with the rise in algorithms, its now to be included.

Jeremy Hunt's 2022 Autumn Statement has thrown in some significant additional changes, which clearly are hoped will go some way to reduce the effect of fraud and manipulation, but will have a significant effect on genuine claimants:

- Whilst I fully expected the enhancement rate to be reduced to 100% which would have meant that a profitable company would obtain tax relief equivalent to 25% of eligible costs, and would have maintain the status quo with the current rate of relief equivalent to 24.7%, he went a step further and reduced it to 86%, which reduces the relief to 21.5% of eligible costs;

- He has also greatly reduced the repayable tax credit from 14.5% to 10% this means with the reduction in the enhancement rate to 86%, a loss-making company which might previously have received a 33.35% tax relief, it has been reduced to 18.6%; and
- It was also considered that he might merge the 2 schemes (SME and RDEC) into one – whilst he didn't do this, he did greatly enhance the rate of RDEC to 20% from 13%, which equates to a tax saving of 15% of the eligible spend. ●

**If you'd like to know whether you might be able to claim or need support to cope with the coming changes, why not book a no-obligation discovery call with me at <https://calendly.com/cooden/discovery-bus-edge>**



Photo credit: Philip Burrowes – Avant Commercial

**22**  
**in 22**

Raising £22,000 in 2022

# 22 in 22 – we did it!

Back in January, we set ourselves the challenge of raising £22,000 for charities in 2022 by supporting our team to take part in fundraising challenges.

**“ Not only have we smashed our £22,000 goal, we did so in October – two months ahead of schedule. ”**

And we’ve not only passed our £22,000 target, we passed £30,000, with the total currently standing at £37,435.82.

Our Walking Around the Wolds charity walk provided a massive boost to the campaign, bringing in a total of £20,343.

Walking Around the Wolds saw us walking the beautiful 79-mile Yorkshire Wolds Way national trail in seven groups with five charities being supported and around 90 staff members involved in the challenge.

The route from the Humber Bridge to Filey was chosen as the trail is celebrating its 40<sup>th</sup> anniversary and Smailes Goldie has acquired three North Yorkshire offices this year.

The idyllic trail meant all five offices were able to take part in this challenge. The teams had a lot of fun creating a team name and preparing for the walk.

Each team walked a different part of the route in support of its chosen charities.



The Audit Trail

The Audit Trail, Ag-Venture and Scrambled Legs walked for the British Heart Foundation while Red Hot Chilli Steppers walked for Mires Beck Nursery.

Team Penny Patrol chose to support PAUL for Brain Recovery, Ryedale Rovers supported Cancer Research UK and Scarborough Great Walkers walked for Scarborough Hospital, Urgent & Emergency Care Appeal.

**Thank you to our team and everyone who sponsored and supported them in their fundraising activities this year!**



The Scarborough Great Walkers





**ACUITY**  
FINANCE

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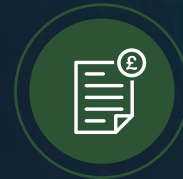
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# Is digital getting too greedy?

Selling is what we're all here to do – but marketing is becoming malevolent, says *Mal Williamson*...



I am watching an online video about the keto diet trying to sell me a membership. Well, actually I am listening to it, wandering around my kitchen preparing very non-keto pancakes.

And I have already bought the original product of some cookbooks. Yet this seller now inflicts this upsell on me for what...15 minutes so far!

Bait and hook. Recipes and reality. If online selling continues like this, something is going to break.

We already have Elon Musk apparently destroying his own newly acquired company

– losing key staff after a disastrous ill-thought reorganisation and then changing rules and upsetting the customers.

And let's not forget yet another recent collapse of Bitcoin and its billionaire heroes suffering from the non-virtual down-turns as well as their own. And the bubbles created by social media seem to be relentlessly exploited by bad actors in business or politics.

The video has now changed to several landing pages asking me to upgrade my purchase.

OK, we don't mind selling in the business

world – we all do it. But this is malevolent marketing! Strangling my time at the till. Eventually I can click and then... download the docs one at a time.

I wonder if this is the first digital recession? Around the world, the economic impacts of Russia's invasion and the pan-demic are hurting everyone. But are we going to see a new version of the disrupting digital demigods? More aggressive and more covert as they go into survival mode?

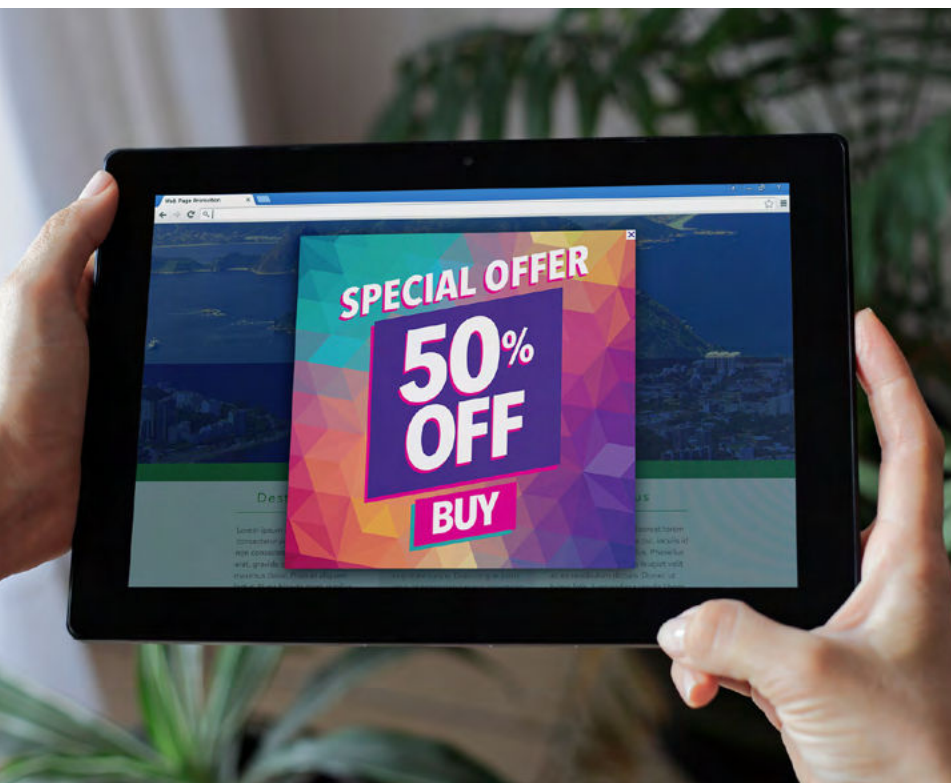
The opportunities are there for coders and creators to make even more of keywords, adaptive content and responsive design and tracking pixels. But I also dread more hooks than bait. More malware, pop-up get-arounds and horrendous point-of-sale relationships. Or strange browser add-ons, neuromarketing, mobile geo-fencing and repeated push ads until eventually we buy. I long for the days when sales was about relationships. Healthy and fun relationships generating win-win-win situations.

So I hope we can all resist a struggling and hungry digital raid on our daily experiences while still benefiting from use-ful stuff such as cheap downloadable keto cookbooks, easy click-and-pay purchases with the odd email newsletter I can leave unopened. ●



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# LS | LIFESTYLE

WINTER 2022

DINING ■ MOTORING ■ PROPERTY

# WHY SO SHY?

*Phil Ascough* enjoys his experience at Beverley's **Ogino** – but is confused by its over-sensitive approach to PR...

**D**ifferent writers approach restaurant reviews in different ways. Some will only do them by agreement with the venue that the food and drink will be provided free of charge. Others pay for everything they consume but later ask the restaurant to serve up some of the dishes again for photography.

I prefer to pay for the food and drink and take a few pictures myself if I can do that without intruding too much on the enjoyment of other diners. I'll then ask the restaurant to oblige if I need more, or better, shots.

That's how it went with Ogino, where a staff member asked me to email them for the pictures I'd identified from their website as being a good accompaniment for the article. All hunky dory until another chap emailed to say they didn't want a review because their PR strategy is to only work through "certain publications".

Having provided PR services to a few of our region's finest restaurants, and helped them all win a REYTA or two along the way, I can confirm that one of the first rules of the job is not to tell reviewers who can and can't write about your restaurant. Nor can you tell them what to write. For an extreme idea of how it works have a look at Tripadvisor.

What a restaurant can do is try to influence the review – assuming they are even aware that someone is planning to write one – by being the best it can be. Try to make sure you have a highly capable team preparing and serving fantastic food and drink in premises that are safe, clean and accessible. Smart, attractive and stunning are great if you can run to that.

And when you've ticked all those boxes and impressed the reviewer by pulling a sizeable crowd on a wet Wednesday night,



Ogino



don't mess it up by refusing a simple, supportive request for a few pictures.

Some reviewers just won't entertain the idea of using PR shots supplied by a restaurant. I asked for them because the stuff on the website was better than my efforts and still faithful to our dining experience. Also because we're not here to try and catch people out. We want to promote the excellent dining opportunities that our region has to offer.

I'm prepared to pay from my own pocket to do that because it gives me the freedom to decide where to go and what to write, influenced by what I hear on the grapevine and not by the input of a restaurant's PR team.

My companion for the evening was a friend who has rather more experience than I of Japanese food. Aware that there was a new culinary kid on the block we took a stroll from Beverley station and carried out a cursory inspection of Soju by Sumo, recently opened in Toll Gavel as the latest pan-Asian dining destination.

It's becoming a crowded sector with four Vietnamese dining options in Hull at the last count. Oishii Ne, Tom Would's Japanese offer in Paragon Arcade, has been joined by a new neighbour with Ben Liang, who grew up at Macau in Newland Avenue, launching his Chinese street food venture. I'm also hearing good things about Heiseiya, a Japanese takeaway in Exmouth Street, Hull.

Sumo set the pace a few years ago by opening a takeaway in Hull and then expanding to Flemingate in Beverley and to Hessle. Buoyed by winning the noodle category in the BBC2 challenge Britain's Top Takeaways, owner Gary Chin is out to shake up the sit-down scene.

His restaurant is smart and commands a high-profile spot in one of Beverley's main shopping streets. It's a good size and offers a comprehensive, varied menu that promises a variety of Asian foods in one meal, examples quoted as Korean ribs, Thai spicy fishcakes and Japanese mochi ice cream.

Two curious friends were heading in for a drink

before taking up their Ogino reservation but we had an earlier time slot and were conscious of the guidance on the website that we would have our table for a maximum two hours and it was up to us to get there early if we wanted a pre-dinner drink.

The front door is hidden away in Butcher Row but we'd been before so found it easily and enjoyed a warm welcome from the staff who took our coats and led us to a table.

There were only a few other diners when we arrived but the place soon filled up. Guided by my friend we ordered squid and venison starters plus a salmon and avocado roll. Then Suzuki sea bass and Ushi beef, each with rice. Desserts were a dark chocolate and green tea fondant and some warm vanilla tofu doughnuts. A Jinzu gin, two bottles of Kirin Ichiban beer and two glasses of wine – Chenin Blanc and Chateau Rocher in line with the pairing tips – completed the order.

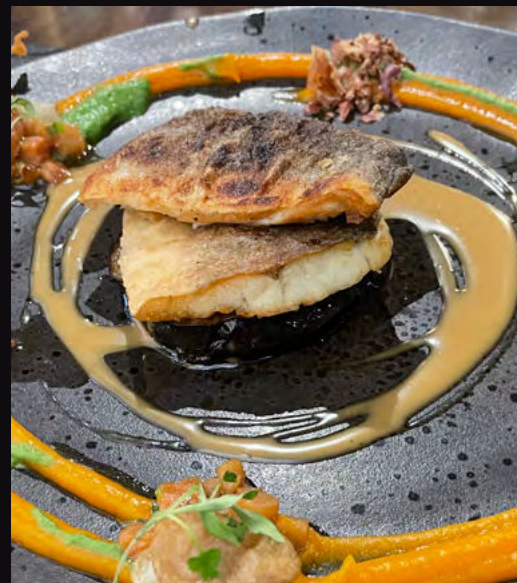
We quite fancied finishing off by trying the speciality teas, but we'd run over the two hours and, although not placed under any pressure by the staff, had to leave to catch a train home.

So how was it? Most of it superb and the other bits good enough. If I wanted to, I could say the venison was chewy, the sea bass burnt and the cinder toffee as soft as the PR strategy. But I won't, because they weren't.

Being picky, I don't think I'd have the squid again because plenty of other places do it better. And I smiled when I read that the Kirin Ichiban, billed as Japanese "beer at its purest", came from Carlsberg Marston's in Wolverhampton.

But there's no need for Ogino to be so shy and sensitive about its work. It should be celebrating what it does and shouting from the rooftops, especially as it now has a credible and more affordable competitor just around the corner.

And in case you were wondering, the bill came to £145. That includes the tip – and I won't be seeking a discount for the PR advice. ●







# DESIGN INNOVATION

Andrea Zagato talks Italian design philosophy. *By Josh Sims*

**I**t's funny," says Andrea Zagato, "but Italians have a more horizontal philosophy when it comes to design innovation - we make something remarkable and the next time we completely forget we've done that and try to do something else remarkable but completely different. I think that's why Italy has never had the same success in design as Japan and Germany, because their design philosophy is vertical - everything builds on what has come before. I really should try to be more German. I do at least have a Japanese chief designer [in Norihiko Harada]. He's spent more time with me than my wife."

Zagato's name is something of a legend in petrolhead circles. Yet those schooled in premium European carmakers may know the Zagato name more by default: as a

coach-builder that marked its centenary over lockdown, Zagato has lent its styling to the likes of Bugatti, Rolls-Royce, Porsche, Bentley, Jaguar and AC, among just about every top marque you can name. Indeed, Zagato stands alongside the likes of Pininfarina, Karmann and Bertone for its visionary ability to give already incredible sports cars, tourers and saloons just a little extra distinction. Add a Zagato badge - even to a less glamorous Peugeot, Toyota or a dinky Fiat 500 - and you can triple the price of the vehicle.

"And I hope it does do that," laughs Zagato, who is now finding that he can offer the same cachet boost to other products, from cameras for Leica to watches for Chopard, by adding the family name to those too. "But the point is that

we're not competitors. We only apply our brand to the side of the car. The one on the bonnet is still very much theirs. The idea is to have teamwork and come up with something that's a mix of your two approaches and so stronger for having both."

Just consider the likes of the Aston Martin DB4 GT Zagato, the Alfa Romeo TX3 Stradale or the Giulietta Sprint Zagato. Weep with joy at the Zagato Lamborghini 5-95 or Raptor, the Lancia Hyena or Flaminia Sport Zagato, the Ferrari 575 GTZ, the BMW Zagato Coupe. Get in line for the new open-top Zagato Maserati Mostro Barchetta.

"Of course it sometimes happens that something doesn't have as much 'Zagatoness' as we might want," he adds.





“And at other times it’s only Zagato from certain angles. Bentley, for example, told me that we should work more freely with the back of their car, because that’s typical of Zagato, and go softer on the front, because that should be more Bentley.”

“Imagine an Italian sitting with his coffee in the town square and a car is parked there - he wants to see it side-on or three quarters,” Zagato adds. “Germans are different - you’re normally full speed on the autobahn and you look in the mirror and it’s important you get scared so you move out of the way. But for Zagato to come along and design something different is not difficult. The skill lies in being different but consistent with the original design.”

Andrea Zagato has had a lifetime to think about getting this right. He was introduced

early to the idea of joining the firm established by his grandfather Ugo - each day he chauffeured him to school in an Alfa Romeo 2.6 presidential limousine. Andrea resisted at first, having every intention to become a vet. “But curiosity more about my father [than cars] took me to the company,” says Zagato, “and I actually started really loving it when I realised how unique Zagato is”.

Indeed, Ugo Zagato wasn’t a car guy either, starting his career in aircraft design, and applying his knowledge of aviation’s metal construction to automobiles, bringing extreme lightness and aerodynamics. The company has continued to innovate by bringing tech over from aviation into automotive: its Alfa Romeo SZ of 1989 was the first car completely developed

using CAD/CAM systems; the use of glues to affix the subframe to the skin; the first entirely carbon fibre shell - all were Zagato borrowings from aircraft manufacturing. Zagato was experimenting with making all-electric cars, with its Zagato Zele, 50 years ago.

That Zagatoneess is so sought after by the world’s most luxurious auto manufacturers is a rare quality too. In contrast to rival coach-builders, Zagato has never done series models - it only creates custom-made series in very limited numbers - which has meant it’s avoided following the trends of the times as production cars inevitably do. And, despite being an Italian company, its design ethos is more Germanic, a product, Andrea Zagato says, of being based just outside Milan, northern Italy having been ►

more under the influence of Austria, the south under France.

"That French way of design sees the application of decoration to an industrial product. Think about a Parisian bridge and it's all flowers and sculptural elements, added to a functional bridge," explains Zagato. "In Milan it's all clean, clean, clean: Bauhaus, Ulm School, Rationalism, less is more. You don't add anything that isn't necessary and that's what makes the product beautiful. It's not just style, which ultimately

is just marketing. It's sales. It's all about functionality and simplicity. Ferrari, for example, would say that the car that wins the race is the most beautiful. Why? Because it wins the race - it's expressed a purpose, which is to win the race, not just to look beautiful. Style is trying to look beautiful without any other purpose."

A few decades ago and Zagato would have been manufacturing cars itself too - but Andrea's father, faced with the economies of scale that more global

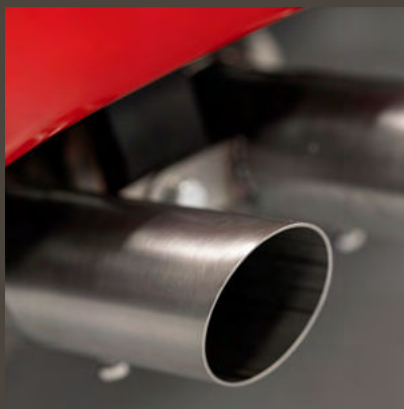
competitors were achieving by massively ramping up production, made the tough decision to drop that side of the business. The other Italian coach-builders soon followed suit. But that has allowed the company, under Andrea, to focus on design in a way, he hopes, that will give the company the longevity to see another hundred years. Engine design is already going through a radical overhaul, with electrification, but people will, he reckons, still want beautiful cars - "you can change the inside of a phone from an analogue to an electronic system but someone still has to design the exterior, and the exterior can be the same in both devices".

Zagato concedes that he is torn in his expectations for the future of the car industry at this top level. On the one hand the industry is consolidating into ever bigger - huge, in fact - groups that, he suggests, make dynamic and bold decision-making all the harder. It also means that, for example, the next generation of Alfa Romeo will be built on a platform shared with Peugeot and Citroen, "and the end result of that approach is that cars will look the same. We won't be driving cars anymore but washing machines."

On the other, he says, "with electric cars you reduce the number of components too, and [under the bonnet] they are much the same inverter, motor, battery. So the question arises of how you differentiate cars one from another, and that will be in design, in the 'skin' around the cars. So it's possible that design becomes the main element of differentiation. Of course, that's my hope for the future of this company."

Just in case, Zagato isn't limiting that future to the kind of upscale four-wheeled transport it's come to be associated with. It has even applied its vision to a tractor. Don't laugh at that prospect, Andrea Zagato suggests. "A top-end tractor is actually a super luxurious vehicle these days, and it has to be, what with the driver in that cab for maybe 10 hours at a time, every day, in the sun," he explains. "That necessarily makes the design highly ergonomic, and why the cab tends to cost a fortune. Comfort and convenience are stressed much more than they would be in an actual luxury car."

"But, you know," he chuckles, probably to the great relief of those petrolheads, "we really see Zagato's future as still being mostly with cars." ●





# New arrivals buck the trend

Despite everything that's been thrown at the hospitality sector in the past 12 months, Hull's independents are continuing to excel, writes *Phil Ascough*

After another year of economic upheaval with the impact of war in Ukraine compounding the catastrophe of Covid and the continuing Brexit chokehold, it's nothing short of remarkable that we've seen a net gain in the number of excellent local, independent restaurants.

Our Monday Night Supper Club hasn't yet visited all of them but the feedback from those we have sampled has been universally enthusiastic.

Whether they'll still be here this time next year is largely down to all of us. Some of them are clinging on by their fingertips, so if you can afford it please support them. Help them keep their doors open, their staff in jobs and our evening economy alive.

Lena's Ukrainian Kitchen is the most recent opening. Lena built a loyal customer base with her deli opposite the BBC in the city centre. It closed because of Covid, and when war broke out in her homeland she organised pop-up restaurants to raise money for the relief effort. Now she's opened a restaurant in the former Operetta in Bond Street. It's staffed largely by sponsored Ukrainian refugees and it's fantastic. Hours of operation are increasing gradually so check the opening times on Facebook.

Blue Bay Mediterranean opened in the spring on the corner of Albion Street and Charles Street. For some reason the exterior has recently been painted green but so what? The menu is split between Greek and Italian and is proving a big hit with theatregoers, but why should they have all the fun? Another one where you should check the Facebook page for latest opening hours.

There's nothing new about Tanyalak. It's been there a few years now and for my



TOP QUALITY: Nick Hill at The Hispanist

money sells the best Thai food in the city and at extremely fair prices. With such a small space the Tanyalak team can generate an electric atmosphere in no time, but with only 20-25 seats they need to keep things turning over so try to be flexible with your booking.

Paragon Arcade is establishing itself as the city centre food hub. The Hispanist is a restaurant of the highest quality and chef patron Nick Hill is planning to showcase some of his best dishes in a cookbook. Oishii Ne serves superb Japanese street food and next door there's now a Chinese outlet designed to complement rather than compete. Coming soon is Stretch Pizza, which was the busiest food stall I saw this year at HullBID's amazing Hull Street Food Nights.

Hearth in Trinity Square is another new arrival and a cracking combination of café and bakery by day and outstanding restaurant by night. It's the only restaurant in the city to offer a table with a view along Prince Street, but that's merely a bonus in a place where the food is outstanding.

Elsewhere in the city, Home bistro in Beverley Road is as innovative as it gets, packing so much creativity and quality into a main menu of just six dishes – two meat, two fish, two vegan – bolstered by a

great selection of starters and sides. It's the grooviest atmosphere in the city.

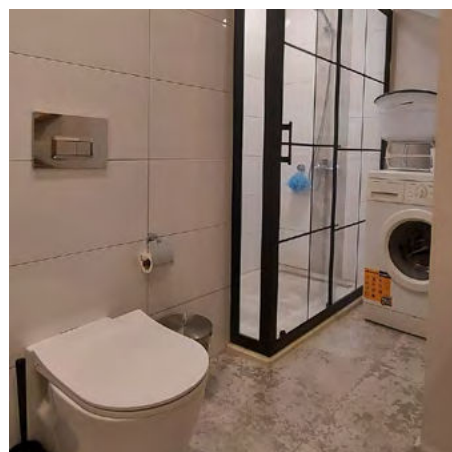
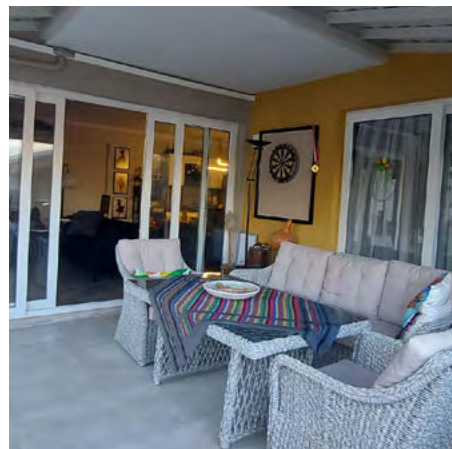
Asi at the former Brickmakers pub in Walton Street is top for Turkish food and serves up an array of grilled meats, fish and veg as well as salads, dips and breads which excites the eyeballs almost as much as the tastebuds. Tip for Acun Ilicali – get yourself across the road for a post-match meal.

In Chanterlands Avenue, Nostalgia Bistro signals the return of Yiannis and Mata, who made such a big impact at The Greek in Princes Avenue and then Artemis Greek Taverna in the city centre. It was the venue for our latest supper club and hit the heights again. Expect a limited regular menu with the star of the show the long list of specials, all packed with the flavour you get from buying the best ingredients fresh every day.

Just down the road is Piccolo. It's still my favourite Italian restaurant in the city with a menu and specials board that venture beyond the tasty safety of pizza and pasta into a realm of culinary creativity. Chef patron Taha Rahman is self-taught, having arrived in Hull years ago from the Iran-Iraq war zone with nothing. Like many of those at Lena's, he's showing what refugees can do if we give them a chance to show their skills. ●

# Beautiful Apartment in Deliktas

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2 bedroom apartment for sale in the best location in the province. High quality fully furnished apartment. The apartment comes with a large open plan living room and kitchen and a conservatory with an amazing view looking over the province of Deliktas and the spectacular landscape surrounding the area. This beautiful apartment comes with an Olympic size swimming pool.



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Located in Kalkan, very close to the city centre. The land area of 4 villas for sale is a part of a group of 9 villas. All villas have detached gardens with a fantastic sea view and scenery.

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3 of the villas each cost £850,000 with the other villa valued at £950,000.



## Galaski Villalari

Location: Fethiye Kargi

**£750,000** depending on the exchange rate

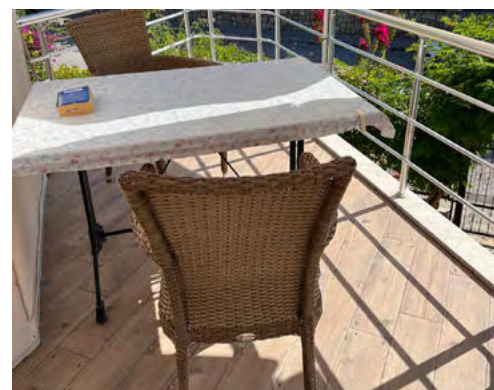
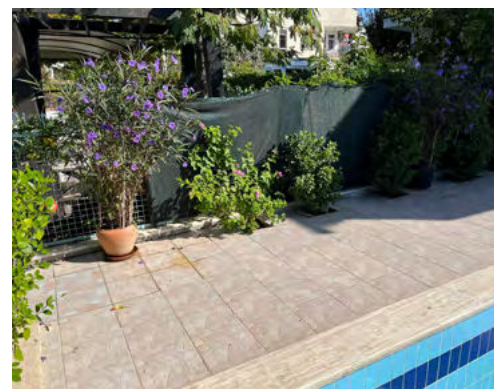


8 villas are available in 2 different styles. Spacious lounge area, heating system running throughout the villa, pool area and sauna. The Galaksi Villalari villas each have a parking space outside as well as an elevator inside to create super easy accessibility. These villas are just a short walk away from the beach.



# Villa in Calis

## £420,000 for both apartments



The garden floor has 2 bedrooms, 1 living room and 1 bathroom. Partly furnished apartment. These apartments have 4 bedrooms, 3 bathrooms, 1 large pool and parking space. The apartment also comes with a separate storage room and a beautiful garden area. These apartments have a great location and are located 5 minutes walk away from the local shopping street and Calis beach.

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# EVENTS DIARY



## DECEMBER

- 7** Josephine Onoh Annual Memorial Lecture, Hull University Business School
- 7** Hull Virtual Jobs Fair, by HireX (bookable on Eventbrite)
- 8** Women in Business Hull Christmas party, Hotham Hall Estate
- 12** University of Hull's Public Christmas Lecture: 50 Years of Smart Materials, Wilberforce Building
- 13** Hull VCSE Assembly, Centre 88, Saner Street, Hull
- 15** SWIISH Networking Christmas 2022 Social Lunch Event, Holiday Inn, Hull Marina
- 15** HETA open evening, Stallingborough
- 16** Yorkshire and Humber Training Hub Connect Event, DoubleTree by Hilton Hull
- 16** C4DI Christmas Party
- 17** TC60 tour, Bridgehead Business Park, Hessle
- 31** New Year's Eve Ball with SoniQ Empires, DoubleTree by Hilton Hull

## JANUARY

- 11** FEO: How can corporates and small business create successful partnerships? With special guest Ken Valledy, MKM Stadium, Hull
- 12** Year 10 open event, Ron Dearing UTC, Hull
- 14** Open day, the University of Hull
- 17** Open evening, Hull College
- 18** HETA Open Evening, Dansom Lane, Hull
- 19** FEO NxGen Masterclass Day, Hull College
- 21** Open event, Wyke College, Hull

- 24** unSEAn world: what lies beneath the waves? Aura Innovation Centre, Hessle
- 25** Apprentice Vacancy Event, North Lindsey College, Scunthorpe
- 26** HETA open evening, Stallingborough
- 27** HullBID Awards 2023, DoubleTree by Hilton Hull

## FEBRUARY

- 1** FEO in Conversation with Natalie Sawyer, MKM Stadium, Hull
- 2** Organic Growth vs Investment – which should you choose? C4DI, Hull
- 3** Hull Virtual Jobs Fair, by HireX (bookable on Eventbrite)
- 3** Smile Foundation Community Development Team Roadshow, Floral Hall, Hornsea
- 7** Hull Virtual Healthcare Jobs Fair, by HireX (bookable on Eventbrite)
- 7** FEO NxGen Masterclass Day, St Mary's College, Hull
- 9** Education Breakfast Briefing: Strong Governance – avoiding the pitfalls! Rollits, Hull
- 14** HETA Taster Day, Dansom Lane, Hull
- 14** Hull Virtual Jobs Fair for military veterans and spouses, by HireX (bookable on Eventbrite)
- 18** MallyFest: A Tribute to Malcolm Scott, Park Street Performing Arts Centre, Hull
- 22** HETA Open Evening, Dansom Lane, Hull
- 23** How can you keep your Hull business safe online? By the NEBRC & Sapphire, Mercure Hull Grange Park Hotel, Willerby

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

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