



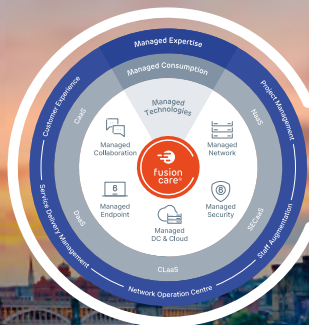
BUSINESSWORKS

BUSINESS GUIDE 2023

**YOUR ESSENTIAL YEARBOOK FOR
INVESTING IN THE NORTH EAST**

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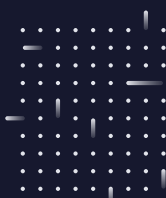
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of going to print, February 2023.



BUSINESSWORKS

WELCOME

Welcome to the first BW Business Guide for the North East of England.

We hope this guide becomes your go-to inward investment resource for the region.

As you know, the North East is a proud region known for the friendliness of our people and our innovative spirit. But we do have our challenges and often don't get the recognition we rightly deserve.

However, with more investment and local powers promised in the new iteration of the North East Devolution Deal, we at BusinessWorks hope the region can finally reach its potential and find more of a voice on a national and international stage.

Thank you to everyone who has supported the production of this guide, which shines a light on some of key business sectors that bring jobs and prosperity to the local economy.

As well as hearing from Local Authorities and Invest North East England, this guide features a Who's Who section comprising some of our most outstanding business leaders and influencers driving the region forward.

Thanks also goes to our sponsors, who have helped make this guide a reality as we celebrate the North East as an epic place to work, live, invest and visit.

**Helen Gowland,
Managing Director, BW**



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North East England Works

North East England offers businesses great opportunities to expand and grow, with many businesses already making the move from the South of England to the North East. With access to a highly skilled workforce of more than 1.2 million people, one of the lowest staff turnover rates in the country and competitively priced property options, the region offers the perfect business solution.

With five world class universities and over 120,000 students, North East England has a rich knowledge base. Home to world leading companies such as Sage UK, Accenture, Deloitte, GSK, Ubisoft and manufacturing giants Nissan, Hitachi and Turntide Technologies, the region boasts a world class business base.

It has great connectivity, with Newcastle International Airport, the Tyne and Wear Metro – the UK's largest rapid transport system

outside London, train stations along the East Coast Main Line with direct services to London in under three hours, as well as direct services to Manchester, Birmingham and Edinburgh.

The North East is crammed with R&D facilities and expertise, boasting the National Innovation Centre for Data, the National Innovation Centre for Ageing, North East Satellite Applications Centre of Excellence, North East Tees Valley Digital Catapult and High Value Manufacturing Catapult. Centres of expertise such as CPI, NETPark, PROTO and Newcastle Helix all work collaboratively with businesses and academia.

INWARD INVESTMENT INTO NORTH EAST ENGLAND

North East England punches well above its weight when it comes to attracting inward investment. Last financial year, the North East created over 8,000 new jobs from inward



investment projects, and was the leading UK region for job creation from overseas investment, when compared with our working-age population.

National and international wins in offshore wind, electrification, digital technologies, business services and the automotive sector, has put North East England in the spotlight and demonstrates that the region is fantastically placed both geographically and in its sectoral make-up to spearhead investment opportunities.

INVEST NORTH EAST ENGLAND

Invest North East England (INEE) is the first port of call for businesses looking to invest in the region. Supporting new inward investment, INEE promotes the North East as a prime location for businesses to grow and prosper. Priority sectors include: Financial, Professional and Business Services, Digital & Technology, Energy, Life Sciences, Automotive and Advanced Manufacturing.

INEE supports investors to make the best decisions, ensuring their transition to the North East runs smoothly and seamlessly. The team has access to UK Government, support agencies, sector specialists, universities, colleges, knowledge networks, finance streams and business organisations.

INEE covers the geography of County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland – the team works in partnership with the region's two combined authorities, seven local authorities and North East Local Enterprise Partnership (LEP), to ensure new businesses get the right support needed to help their relocation.

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World-leading digital technology

North East England is one of the top destinations in the UK for digital technology companies. Our ambition to be a globally recognised digital and technology hub saw numerous big hitters invest here in recent years.

New investors such as Xplor, Thoughtworks and Arctic Wolf have joined a rich ecosystem of digital and technology companies operating in the region. Global businesses Sage UK, Atom Bank, Bede Gaming, Tharsus and Tombola all have their headquarters here, while Accenture, DXC Technology, Red Hat Solutions and Ubisoft Reflections enjoy global success from our region.

Our technology sector has significant, well-established clusters, providing an unrivalled eco-system for growing companies to access events, mentoring, funding and collective problem-solving. With state-of-the-art facilities, cutting-edge innovators and a superb digital infrastructure, investors are attracted by our people, skills, property options and work/life balance.

Our universities and colleges provide a strong talent pipeline. With 67,000 university STEM



students, we have the highest proportion of computer science students in England. Education providers offer specialist courses in emerging technology, e-sports, AI & machine learning, immersive technology and space science.

Game-changing esports

The global esports market is worth \$1.4 billion, with the UK being the fifth biggest consumer market for games.

The North East is the only UK region to have a National Esports Performance Campus (NEPC) managed by the British Esports Association (BEA). The Campus, located in Sunderland, will deliver specialist courses helping to fuel the rapidly growing industry with the skills needed, attract the world's best talent and enhance our global reputation.

Newcastle United Foundation's community hub NUCASTLE is helping students in the region to build communication, teamwork and leadership skills through the first and only esports programme linked to a Premier League club in the region.



Viperio and Hitmarker, the world's largest gaming and esports jobs platform, are based in Newcastle, and recently, more than 130 people attended the Discover:Esports conference in the city, to hear about multi-million pound opportunities in the sector.

Exciting immersive technology

Our region boasts one of the most creative and exciting immersive technology clusters outside of London. It has world-class facilities, support networks and unique opportunities for immersive technologies in manufacturing, engineering, automotive and life sciences.

We have world-leading capabilities in digital technology, video games, visual effects and animation. Significant early immersive technology adopter sectors are integrating innovative virtual reality, augmented reality and robotic technologies.

A number of exciting specialist companies provide solutions to global clients from our region, including Zerolight, Coatsink, XR Therapeutics, Luminous Group, and Radical Panda.

PROTO is the first digital production facility of its kind in Europe, and houses innovative tech start-ups with access to cutting-edge digital production technologies. It offers access to a motion capture

stage and foley studio and offers a photogrammetry stage enabling full digital capture of people and movement for performance analysis and data capture. Its Immex City programme brings new virtual production capabilities, enabling research, training and skills development. Its test stage links to a sister stage in Guildford - the only two facilities of their kind in the UK - allowing simultaneous productions to be live-streamed via 5G.



A hotbed for fintech innovation

Our region has firmly arrived on the global fintech map and is fast becoming one of the most exciting places to invest outside of London.

Driven by first class technology development, lower cost business conditions and a skilled workforce, our region is becoming a major fintech hub, helping the UK to attract record levels of investment.

With an unrivalled business network, five world-class universities and a highly-skilled talent pool, we have expertise in payments, open banking, blockchain, mortgages, savings, insuretech and fraudtech. We are the only region in the North to have a dedicated fintech cluster, operated by Dynamo North East.

North East England is home to global giants Sage UK, Newcastle Strategic Solutions, Kani Payments, Bottlepay, True Potential and Atom Bank.

Several enterprise software development companies have tech teams embedded in top-tier investment banks. These benefit from business support and cluster networks primed to offer guidance, along with an extensive pool of skilled employees and academic expertise.

Smaller fintech firms are able to win contracts, and links to academia and industry continue to drive innovation. We have space for start-ups and SMEs to grow, with plentiful co-working space and quality accommodation in city centres or out of town.

BUSINESS SERVICES MOVE ON UP

Businesses no longer look to London as the 'place to be.' Increasingly, more companies from start-ups to multi-national corporations are looking to relocate their operations to the North East and our region has gained popularity as a 'northshoring' destination.

Nearly 19,000 financial, professional and business services companies already call the North East home, which provides a huge and invaluable peer network and supply chain. The region's strengths lie in business process outsourcing (BPO), back and middle offices, financial, tax and advisory services, legal services and contact centres.

Home to the 'big four' consultancy firms, North East England boasts a thriving professional services sector, with a rich ecosystem of legal, accountancy, finance, business and professional services firms. Top 10 global law firm, Norton Rose Fulbright, chose Newcastle as the location for its Legal Process Innovation Hub and its only UK site outside of London.

Big names moving on up include Europe's largest domestic alarm provider Verisure, online grocery market pioneers Ocado and global online food delivery company Just Eat.

These companies were attracted by our skills, competitive salary costs and lower turnover rates, city centre and out of town property options, and better quality of life for their employees. Since investing here, Verisure and Ocado have experienced massive growth, with their delivery centres expanding significantly. Ocado doubled its headcount within two years and Verisure are on course to employ over 1,000 staff at their Centre of Excellence in North Tyneside.

Ocado's Customer Hub was crowned 'Contact Centre of the Year' at the UK National Contact Centre Awards, beating off stiff competition from McDonald's, Vodafone, ASOS and Sky (2022) – testament to its staff and operations in North East England.



The region boasts five world-class universities with more than 120,000 students in the region. Newcastle University and Durham University are part of the prestigious Russell Group and lead the way in R&D and research excellence. Our universities and higher education colleges all collaborate with businesses in the region, to develop courses or bespoke training programmes ensuring graduates have the right skills for the growing sectors in our economy.

Northumbria University, was recently named University of the Year 2022 in the Times Higher Education Awards. This marks Northumbria's remarkable transformation to become the UK's first research-intensive modern university.



PIONEERING HEALTH TECH

Health tech is the application of knowledge and skills to solve health problems and improve quality of life through products, medications, vaccines or data and digital solutions.

The demand for innovation in health and, in particular meeting the needs of an ageing population is growing rapidly. The over 60s now make up 10% of our world's population and projected to rise to 20% by 2050. The UK has nearly 12 million people over 55. We have an innovative health tech and life sciences sector, presenting real opportunities to design, test and commercialise smart assistive technologies and health management solutions.

Our region is a hub for ageing intelligence, bringing together expertise from business, research, data and AI and the public to co-design, develop and test a wide range of products and services that address healthy longevity and through-life wellbeing.

A test bed for market development, North East England connects investors with customers, collaborators, supply chains, and innovation partners. This, combined with a globally competitive life sciences ecosystem and Government and industry commitment, ensures our region is the ideal location for health tech businesses.

Innovation clusters, facilities and support can be accessed through Newcastle Helix, CPI and NETPark, National Innovation Centres for Ageing and Data and the National Institute for Health Research.

A collaborative NHS and industry network enables companies to test and commercialise products and services. We have effective leaders and a cross-organisational ecosystem with academia, healthcare and industry working together.

We have an innovative supply chain and access to a rich network of institutes and support organisations for all sectors focussed on healthy ageing, with direct access to a core of highly skilled students and professionals.

Well-connected to the rest of the UK and beyond, North East England has globally recognised academic expertise and R&D and digital technologies play a big role in our growing health tech sector.

Recent examples of the region leading the way in health tech solutions include The National Innovation Centre for Ageing at Newcastle University who piloted three Gita robots to help older people with their shopping and successfully encouraging participants to go out walking more frequently. In addition, Northumbria University Sport Central is a £30 million state-of-the-art facility incorporating laboratories and research suites. It is a hub for significant expertise in R&D in sport, exercise and physical activity technology. ●

To find out more about moving your business to North East England visit
www.investnortheastengland.co.uk



County Durham

County Durham is at the heart of the North East, both geographically and economically. As the region's largest economy, it is home to a diverse range of independent businesses and international household names

ECONOMIC STRATEGY

The county starts the new year with positive prospects for the future following the approval of Durham County Council's new Inclusive Economic Strategy for the area. It sets out ambitious goals that will ensure a positive future for the region and has been developed working closely with a wide range of partners in the public and private sectors. It solidifies County Durham as an attractive location for everyone from international investors to small-scale family firms; from established businesses to new start-ups.

The county is well connected with two of the region's major roads - the A1(M) and A19 - running through it, putting commuting times amongst the lowest in the UK. By rail, direct services to London, Scotland, the North West, and the Midlands are available. Two international airports are close by while Teesport, and the Ports of Sunderland and Tyne are short journeys away.

INDUSTRIAL SPACE

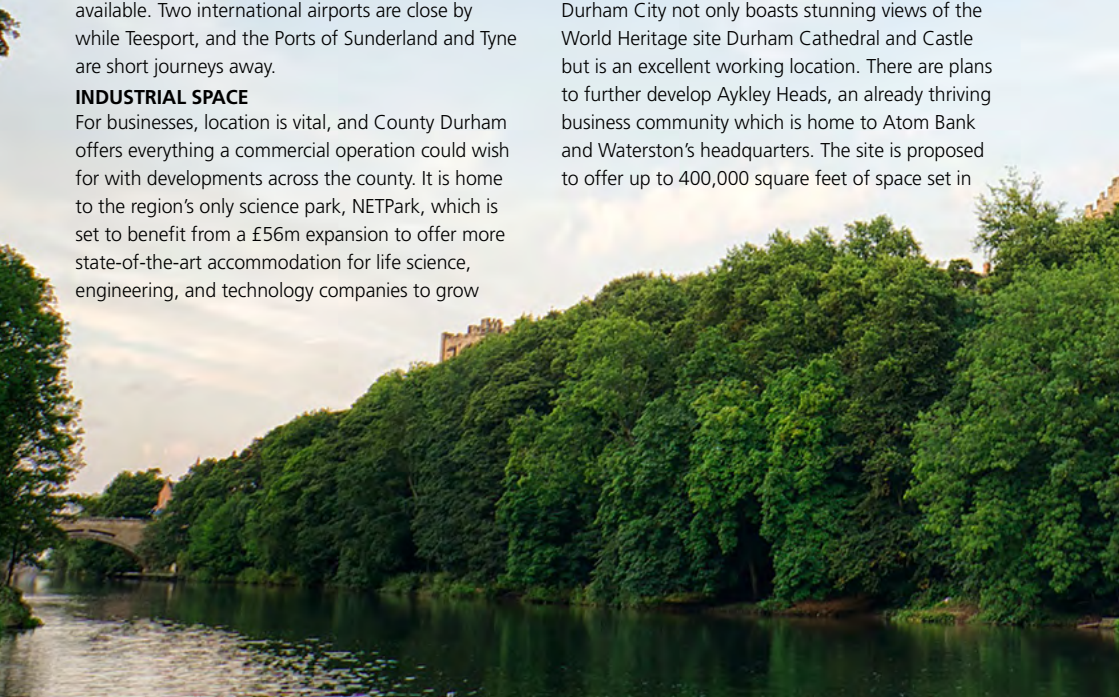
For businesses, location is vital, and County Durham offers everything a commercial operation could wish for with developments across the county. It is home to the region's only science park, NETPark, which is set to benefit from a £56m expansion to offer more state-of-the-art accommodation for life science, engineering, and technology companies to grow

and commercialise their operations. NETPark is the ideal location for ambitious science and technology businesses, as the only UK Science Park hosting two National Catapult Centres and with Durham University and Centre for Process Innovation (CPI) facilities on site.

Integra 61 is a logistics and manufacturing site that sits just outside Durham City adjacent to the A1(M), with units now available and construction ongoing. Jade Business Park, next to the A19, successfully launched two years ago and has plans for further development phases. Aycliffe Business Park, the region's biggest employment site, recently expanded with new units at Station Place and has further plans at Forrest Park.

BUSINESS GROWTH

Durham City not only boasts stunning views of the World Heritage site Durham Cathedral and Castle but is an excellent working location. There are plans to further develop Aykley Heads, an already thriving business community which is home to Atom Bank and Waterston's headquarters. The site is proposed to offer up to 400,000 square feet of space set in



a tranquil environment in the heart of the city, next to mainline train services.

To meet the needs of the county's commercial operations, support is provided by Business Durham, the business support service of the council. The team provides dedicated assistance to businesses of all sizes and can help companies relocate to the county, expand, or start up. The help offered includes providing and finding accommodation, connections to the right networks, training, and support programmes. Business Durham can also help to identify funding opportunities, like the £20m Finance Durham Fund established by the council. For companies looking to expand, relocate or start up, County Durham has the infrastructure and investment to generate business success. ●



Gateshead

Gateshead is a place of ambition and aspiration, with a diverse and growing business base offering world-class premises and access to a loyal, productive and committed workforce that is one of the area's proudest assets

With an economy worth over £14.8 billion (GVA), a population of over 200,000 and a regional workforce of 1.5 million, Gateshead is home to a number of globally renowned businesses including FIS Global (Worldpay), Vertu Motors PLC, Tolent PLC, and Zentia. The borough is also home to Team Valley, which was





established as the UK's first industrial estate in 1938 and which continues to flourish today, employing around 20,000 people across 700 companies.

Famous for its art, love of sport and Europe's largest retail and leisure complex in the Metro Centre, Gateshead has much to offer as a place to live, work and invest.

Perhaps the most exciting development on the horizon is the £350m arena, conference and exhibition centre planned for the thriving Gateshead Quayside. After securing £20m in funding from the UK Government's Levelling Up Fund, The Sage Arena and International Conference Centre will transform the south bank of the Tyne into one of the UK's most dynamic visitor destinations.

A little way up the bank is Baltic Quarter, a vibrant creative cluster for emerging technologies that is pushing the boundaries of digital innovation and attracting a range of fast-growing start-ups that are developing game-changing products and services. At the heart of

this activity is PROTO, the first digital production facility of its kind in Europe, created specifically for animators, film makers and games developers, of which there are a growing number in Gateshead.

The neighbouring Northern Design Centre is also a hub for design innovation and product development in the area, providing incubation space and studios for new and growing businesses as well as exhibition space, presentation facilities and showcasing space for interdisciplinary working.

Over the last three decades, Gateshead has undergone a huge economic restructure and moved away from its reliance on heavy industry to create a diversified economy focused on emerging technology, advanced manufacturing and knowledge-intensive services.

The future looks incredibly bright for the borough, with world-class facilities and state-of-the-art infrastructure set to attract investment from all corners of the globe. ●

For more information,
visit www.gateshead.gov.uk
or contact invest@ngi.org.uk

Newcastle

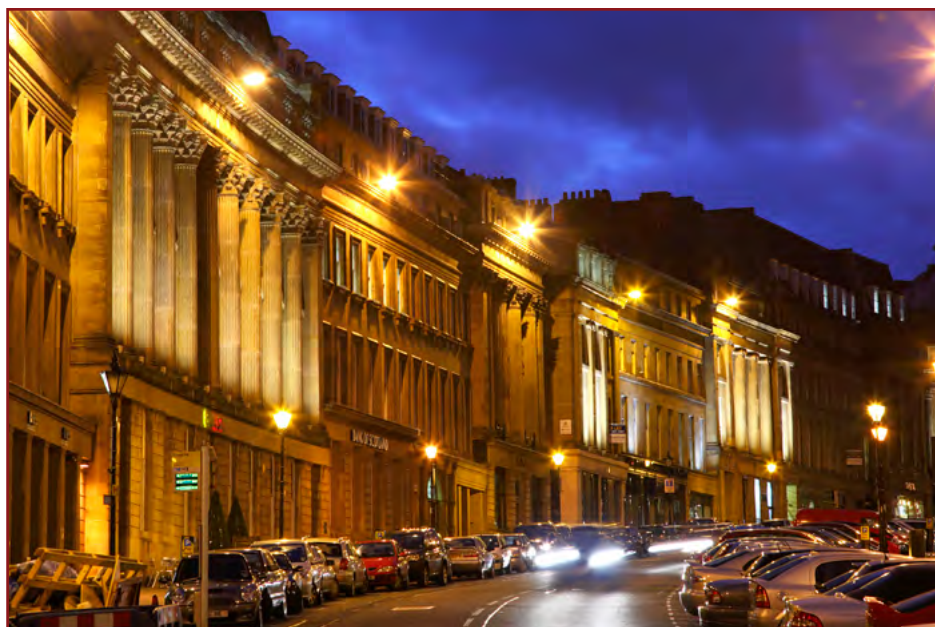
Newcastle is one of the fastest growing regional economies in the UK, with more than 50,000 registered businesses and a talented labour market of over 1 million people

Home to some of the world's most iconic companies, including Sage PLC, Ubisoft, Greggs, Virgin Money, Fenwick and Bellway PLC, the city is renowned for its collaborative approach to business, facilitating open and transparent cross-sector alliances across public, private and academic sectors.

With more than £1.5bn of planned investment, Newcastle is creating more jobs and opportunity for local people and communities than many other regional economies in the UK and continues to nurture growth and accelerate innovation. One of the best examples of this is Newcastle Helix, a vibrant 24-acre district in the city centre that brings together a community of industry leaders, businesses and top researchers into an internationally renowned

innovation cluster. The site is home to the UK National Innovation Centre for Ageing and National Innovation Centre for Data, which are at the cutting edge of their respective fields and transforming the way we think about healthy ageing and data science.

Using the power of strong leadership, business partnerships and world-leading research to create opportunities for growth and diversification into new markets, Newcastle has a number of unique sector strengths, from a £2bn creative and digital industry, which employs over 35,000 people, to a £1.7bn healthcare and life sciences industry, which is delivering pioneering treatments in rare disease and employing over 8,000 people.



Our prestige in the digital space is underpinned by world-leading connectivity, with a secure high-capacity fibre network sending data from Newcastle to New York City in 66 milliseconds, and of course our world-leading universities in Newcastle and Northumbria, which produce a higher concentration of STEM graduates than anywhere else in the UK. During term time, around 50,000 students are educated in the city, including 20,000 international students who choose Newcastle for its high standard of living, with coast and countryside only minutes away via our highly integrated regional transport links.

Newcastle is also at the forefront of the green industrial revolution and supporting efforts to decarbonise the UK economy. We're home to global giants such as Siemens, TechnipFMC, GE Wellstream, Bridon Bekaert and Shepherd Offshore and are playing a pivotal role in bringing our research expertise in offshore

renewable energy to businesses up and down the North East coastline.

What makes Newcastle such a great place to live, work and do business today is informed by our rich industrial heritage from the centuries old shipbuilding and coal mining industries to the invention of the railways, which were pioneered in the city and remain one of the most important developments in modern history.

In Newcastle, we are incredibly proud of our past and even more optimistic about what the future holds. By embracing technology, data, and new ways of working to deliver better services and improve people's lives, we are confident that Newcastle will continue on the upward trajectory to becoming one of the most dynamic, innovative and investable cities in Europe. ●

For more information visit
www.investnewcastle.com
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Northumberland

Northumberland is a forward-thinking county steeped in industrial heritage. Currently leading several major industries, such as offshore wind, where, in 2000, Blyth became home to the UK's first offshore windfarm kickstarting the country's renewable energy revolution. Since then, the world's leading innovation centre the Offshore Renewable Energy Catapult, JDR Cables Systems, EDF Energy, RWE and the world's longest subsea interconnector the North Sea Link have all chosen to call Northumberland their home.

The County is also recognised as having the UK's premier location for a consented Gigafactory development site at Northumberland Energy Park,

Cambois to help drive forward the transition towards net zero within the automotive sector.

These facilities and assets themselves are a feather in Northumberland's cap but the competitive advantage is the knowledge, expertise to run such facilities and the intellectual property that they develop. This has helped underpin a market leading cluster that has put the County on the international stage and can provide a readymade supply chain for any new businesses.

Northumberland's established advanced manufacturing continues to flourish through leading company's such as Egger, Essity, Tharsus and Draeger amongst others. The County is



also a hot spot for innovative and ambitious life science companies; Dynamic and world-renowned companies such as Organon, Piramal Healthcare UK Ltd and Pharmaron Manufacturing Service UK, they have all played a part in the region becoming one of the strongest regions for export of medical and pharmaceutical products.

Underpinning Northumberland's key sectors is investment in education, training, and skills. Northumberland College have recently announced investment in a new state of the art campus on Wansbeck Business Park in Ashington. Further investment is coming with the development of The Energy Central Learning Hub and Energy Central Institution which will collectively create a focal point for collaboration between energy businesses, further education providers and universities developing vocation and develop higher-level training facilities. These investments alongside a business led approach to education provide growing businesses with a pipeline of skilled people within Northumberland.

Businesses located or investing in Northumberland can benefit from an extensive support portfolio of growth, enterprise, digital skills, and access to finance programmes delivered by Advance Northumberland, the economic

regeneration vehicle for Northumberland County Council. The highly experience team will design a bespoke package of support that includes invaluable practical advice; property information; training and recruitment guidance; supply chain connections; and introductions to external support programmes. ●



Visit: www.advancenorthumberland.co.uk

Call: 01670 528 400

Email: invest@advancenorthumberland.co.uk



North Tyneside

COUNCIL INVESTS IN AMBITIOUS REGENERATION PLANS

North Tyneside Council have an ambitious vision for their borough, unlocking opportunities for communities, investing in their potential, and creating an area to be proud of

Working closely with a range of partners, the local authority is committed to delivering ambitious regeneration projects that will ensure North Tyneside remains a thriving, family-friendly destination.

The ongoing transformation of North Shields is underpinned by a masterplan which seeks to create a smaller, more vibrant town centre with more flexible retail opportunities, emphasising bespoke and independent traders as well as high street brands. It's about expanding the evening and weekend visitor and leisure economy and driving footfall through better transport links, bringing people to live in the heart of the town centre through new housing opportunities, supporting shops and businesses, whilst improving public spaces enhancing the appearance of the town.

Building on the town's strong heritage and popular annual events such as the Christmas Market, the development of a new Cultural Quarter will attract new businesses, broadening the visitor offer and bringing in more visitors.

NORTHUMBERLAND SQUARE AND HOWARD STREET

The first major project is now complete, taking Northumberland Square and Howard Street back to the original historical layout from 1826, enhancing the park's biodiversity, welcoming bees with new planting areas and expanding tree coverage.

Improvements have been carried out on the roads surrounding the square, and homes and businesses have been renovated to restore their former Georgian and Victorian design features.



TRANSPORT HUB

Foundations for the new North Shields Transport Hub are in the ground, with the steelwork structure under construction. The new facility will bring public transport, including buses, Metro, taxis and links to cycling infrastructure, together in one place – making it easier for people to choose cleaner, greener forms of travel.

It's hoped the hub will become the first net-zero carbon building in the borough, with sustainability at the forefront of the design through use of materials, solar energy and surface water quality management.



THE FISH QUAY

North Shields has been a fishing port for 900 years and the Fish Quay is firmly part of the town's DNA. Supporting and growing the fishing industry is at the heart of the Council's plans, seeking investment in infrastructure to ensure the fishing industry can create new markets and grow in a post-Brexit environment.

The Fish Quay has grown to be a very popular visitor destination and has seen significant growth in the leisure and hospitality sector in recent years. Works have begun on a new, high-quality walkway, improving access between the town centre and Fish Quay, making it easier to travel between the two parts of town. The walkway will feature green open spaces and there will be different route options to suit every need.

A Levelling Up Funding bid has been submitted to the government to further enhance the public spaces, working closely with Nexus to relocate the North Shields Ferry landing to a better-suited location on the Fish Quay. Local community leaders have backed the bid, which will protect eight centuries of maritime heritage on the River Tyne. ●



**North
Tyneside
Council**

Visit www.northtyneside.gov.uk for more information.



South Tyneside

South Tyneside is at the heart of the UK's green economy, providing unrivalled natural assets to help power the nation

An investment in South Tyneside is not just about the local benefits it can bring, but about the ability to use the Borough's strengths, expertise, and natural assets for the benefit of the nation's economy.

A 'Levelling Up in Practice' report published by thinktank 'Onward' stated that the Borough is leading the way on green energy. It said: 'South Tyneside's past was dominated by industry...But the future of South Tyneside lies in the green economy.' It also states that and 'in the next few decades this part of the North East could be at the heart of the green economy, as they were for the industrial economy in previous centuries.'

South Tyneside Council is driving forward its ambition to improve the quality of life for residents with ground-breaking projects in the area like the Dogger Bank wind farm, renewable energy schemes in all three of the Borough's towns to deliver carbon savings of over 4,000 tonnes per year and its work around the International Advanced Manufacturing Park in partnership with Sunderland City Council.

The IAMP has the potential to create 7,000

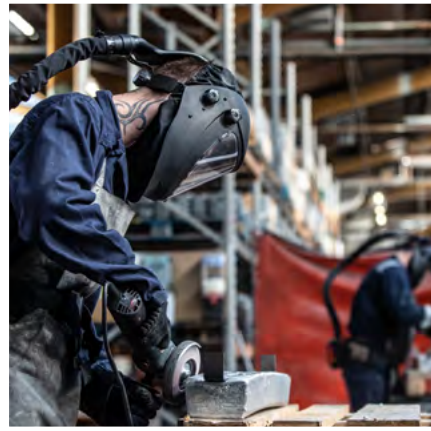
new jobs over the coming years. The area has comparative strengths in advanced manufacturing, with the sector employing over 1,600 people.

The offshore supply chain already has around 3,000 jobs locally and a real skills base. This sector also offers significant growth opportunities related to the installation of offshore wind farms and planned investments in new heat networks, which all offer opportunities to develop the supply chain in South Tyneside further. Strengths in the offshore and marine supply chains are reinforced by Tyne Coast College and its Marine School based in South Shields, putting the Borough at the centre of the green industrial revolution, and helping to boost the UK's energy security.

The Council is keen to bring about national policy change, particularly around skills, and funding so that the Borough can realise its full potential.

Cllr Tracey Dixon, Leader of South Tyneside Council said: "South Tyneside has enormous potential and is destined to be a major contributor to the national economy due to our unrivalled position to drive forward the green economy."





We are well placed to become the battery of the country, powering the low-carbon revolution.

"We have a clear 20-year vision for South Tyneside and within it the ambition to connect people to jobs, skills and learning - seizing the opportunities from developments such as Equinor's Operations & Maintenance base at the Port of Tyne, the port's role as a key Northern gateway and the International Advanced Manufacturing Park where a Gigafactory for Nissan Electric Vehicles is being built.

"We are working to break down barriers to growth like levels of unemployment and inequality, engaging with local residents and businesses to move things forward.

"We already have exciting schemes supporting the nation's green economy. We are fully committed to our own carbon cutting programme. The potential for South Tyneside to expand further in this sector and drive forward the green economy and skills agenda is there to be harnessed even further." ●



South Tyneside Council

www.investsouthtyneside.com



Sunderland

2024: A PLAN FOR THE TRANSFORMATION OF RIVERSIDE SUNDERLAND

The UK's most ambitious regeneration project, Riverside Sunderland, is gathering pace. New buildings are rising from the ground while the city's unpolished gems – heritage buildings that had fallen into disrepair – are shining once again.

Now, the city sets its sights on the projects it intends to take forward by 2024, as Riverside Sunderland moves into its next phase.

Just a few short years ago, the former Vaux Brewery site stood barren. A gaping hole in the city

centre, having once been an industrial heart, where beer that was pumped out in bars around the world was brewed.

Now, it's a new inviting landscape that is beginning to form. A cityscape befitting of the ambitious place Sunderland now is, two striking buildings stand proudly on the site, piercing the skyline and marking the intent of the council as it drives ahead with its plans. But this is merely the start.



Riverside Sunderland – led by the council – has aims unlike any masterplan seen before in Sunderland. And unlike those of the dim and distant past, this is a vision that is delivery focused and – for the most part – funded.

This is a delivery plan – not a masterplan. It's happening now, and by 2024, there will be undeniable change right across the site, from the former Vaux Brewery site at the heart, to the Crowtree site and from Farringdon Row to Sheepfolds. The whole footprint of this important city centre site will be changing.

In 2019, the council revealed it had the backing of Legal & General, to the tune of £100m, which would deliver three important buildings on the Riverside site. First, City Hall, which now stands as a remarkable flagship. And then two further commercial buildings, Maker and Faber, rising from the ground and set to open their doors in 2024.

2024 will be a key moment in time, with new office buildings opening, new pedestrian routes

bringing communities together and an extension of the city centre, as well as health buildings, leisure spaces, and homes appearing that will make Sunderland an exciting place to live, work and play.

These already committed investments will create thousands of new jobs for people in Sunderland as well as a city centre to be proud of. ●


Sunderland
City Council

**Riverside
Sunderland**

For further information on Riverside Sunderland please contact Patrick Matheson from Knight Frank at Patrick.Matheson@knightfrank.com



Tees Valley

MAJOR SCHEMES DRIVEN FORWARD IN REGION'S YEAR OF CONSTRUCTION

In 2022, the region's Year of Construction, many vital projects were completed spanning the length and breadth of the Tees Valley – with many more kicking off. Here are some of the biggest schemes that have been driven forward this year – representing hundreds of millions of pounds of investment – to help create good-quality jobs for local people, support businesses and industry and make our area an even better place to live

TEESSIDE FREEPORT

The Teesside Freeport, the UK's largest and first operational Freeport, was officially opened for business. Covering 4,500 acres at sites across every part of the region, the zones give business incentives to supercharge the region, create thousands of jobs and drive billions of pounds into the economy. It is already attracting companies, with Korean firm SeAH Wind Ltd beginning construction on its £450million offshore wind monopile factory at Teesworks' freeport zone.

TEESSIDE AIRPORT SOUTHSIDE BUSINESS PARK

Construction crews are well under way on the new link road to boost connectivity to Teesside Airport's new £200million business park. The business park will be located on 270 acres of land at the south side of the airport and made up of 1.9million sq ft of logistics, distribution and industrial buildings. It is expected to create up to 4,400 jobs when fully operational.



RAILWAY STATION REDEVELOPMENTS

All of the region's biggest stations are seeing huge improvements to futureproof our transport network. New platforms, an entrance, multi-storey car park and much more will be created as part of Darlington's £140million-plus transformation with demolition work taking place now. In Middlesbrough, construction is continuing to bring back the dilapidated undercroft into use with a modern new entrance and revamped ticket hall building. A new second platform is being installed at Hartlepool to target capacity constraints, a new car park and footbridge will provide access to Eaglescliffe station from the west while step-free access is being created at Billingham for wheelchair users and those with mobility issues.

INNOVATION CENTRAL, DARLINGTON

This £8million facility is the latest to be based at Central Park in Darlington, already home to CPI's National Biologics Manufacturing Centre and Teesside University's National Horizons Centre. The facility features 45 Grade A offices and five labs, all designed to help businesses grow, with operator North East BIC making the space a collaborative hub to complement its neighbours' offering.

REGENT CINEMA, REDCAR

It's lights, camera...action on the three-screen Regent Cinema in Redcar. A 21-strong team of local people are working to drive forward the £9.6million attraction, which is showing all of the most recent blockbusters. The cinema threw open its doors in

October, with the Art Deco inspired venue replacing the building that had been there since the 1920s, launching as The Pavilion Theatre.



SIX CENTRE SQUARE

This four-storey 40,000sq ft Grade A office building is being developed on a formerly vacant site at Centre Square near Melrose Street. It has already attracted tenants ahead of its completion next year, with insurance company AXA UK set to move more than 450 staff into the development to help it grow further. The building will help boost town centre regeneration, with the whole Centre Square project estimated to boost the local economy by more than £120million.

DARLINGTON RAILWAY HERITAGE QUARTER

The Tees Valley helped build the world with its iron and steel, but its rail innovation made it more connected than ever. To recognise the impact of the Stockton and Darlington Railway, Darlington's Head of Steam museum will be transformed into a Railway Heritage Quarter with refurbished buildings, a live engineering shed, an immersive experience including holograms and static displays to make it a world-class visitor attraction. The work is due to be complete in 2024, in time for the railway's bicentenary celebrations in 2025.



CPI NOVEL FOOD INNOVATION CENTRE

A new food grade manufacturing facility is now being developed by research and product development organisation CPI. The facility will work to create alternative proteins and nutrients as part of the drive for new ingredients, supporting the UK National Food Strategy. It's expected to boost the economy by £12million, supporting and creating 50 jobs and apprenticeships.

NET ZERO INDUSTRY INNOVATION CENTRE

Teesside University, the Materials Processing Institute and Tees Valley Combined Authority have partnered to create a new innovative research and development facility at TeesAMP, Middlesbrough. Next year will see the opening of the facility, supporting the development of an internationally recognised Net Zero Technology Cluster, with SME incubator, labs and campus to support the ambitions of the sector.



STOCKTON HIGH STREET

Work to demolish the old Swallow Hotel and Castlegate Shopping Centre began this year, as part of an ambitious plan to redevelop Stockton's High Street, tying it closer to the river. The waterfront development programme is due to be complete in 2025, creating a leisure space that everyone can enjoy, giving people reasons to visit the town for more than shopping. ●



TEES VALLEY
COMBINED
AUTHORITY

TEES VALLEY MAYOR

To find out more visit www.teesvalley-ca.gov.uk

Invest Stockton-on-Tees

Whether you're a business looking for ready-made premises or for somewhere to establish a new base, you should look no further than Stockton-on-Tees

That's what Leader of Stockton-on-Tees Borough Council, Councillor Bob Cook, told us when we spoke to him about why Stockton-on-Tees is the perfect location. "The Borough is already home to more than 5,000 businesses, who collectively contribute to around a third of the entire Tees Valley's economic output.

"We're ready to both welcome new businesses and help our existing ones grow. Stockton-on-Tees is a great place to do business, with great people and great places to live."

And it's not just the Council that thinks Stockton-on-Tees is the place to be, it's what companies based in the Borough think too.

Chief Executive of Wilton Engineering, Bill Scott

OBE, founded Wilton Engineering with his business partner, Steve Glenn, 28 years ago and has grown the business into a successful member of the offshore energy sector supply chain.

"We set up our first facility in Middlesbrough in 1994, moved to Hartlepool in 2000 and then moved to Port Clarence in Stockton-on-Tees in 2006," Bill said. "That was a great move as it meant we had direct access to the river which makes the transporting of goods really easy and we've recently bought Haverton Hill Shipyard too, extending our base to 112 acres."

"It has been a real career highlight to be able to witness some of the world's largest and most complicated projects loaded onto the River Tees,



You'll be in great company, joining 5,000 businesses here already

showcasing everything that is good about our area," added Bill.

There's excellent connectivity for business whether it be by road, rail, air or sea. It's easy to access the UK's largest Freeport and the multimillion-pound terminal redevelopment at Teesside International Airport has revived business travel and international trading. Combine this with more than 500 hectares of available land and competitively priced premises, businesses looking to establish a new base would struggle to find a more convenient location.

It's not just the available space and connectivity that makes Stockton-on-Tees the obvious choice. It comes with a skilled workforce of over 121,000. Mike Manders is the Managing Director at Lusso Stone, one of the UK's fastest growing luxury home brands with a new, state-of-the-art, 10,000 square foot headquarters at Teesdale Business Park.

He explains: "There's a great pool of talent in the area, and we love the fact that we can recruit within the Tees Valley. The people we employ have primarily come through the excellent universities and colleges in the area, and many have already worked in eCommerce which is perfect for us.

"The workforce is talented, passionate and committed to growing our brand as much as myself and the CEO are."

It's not all work and no play either. Councillor Bob Cook said: "This is a great place to live, with great housing and schools. Our six towns are undergoing exciting transformations and provide shopping, theatre, museums, entertainment, and leisure attractions in amongst our countryside and parks. And, of course, running through all of this is the beautiful River Tees.

"We're also proud to say that there's always something going on in the Borough with a packed programme of events and festivals throughout the year – you won't be stuck for something to do." ●



To find out more about what Stockton-on-Tees can do for your business, visit www.investstocktonontees.co.uk



With a working population of 121,500, a third of which work in high-value professions, there's a committed and skilful workforce for you to tap into



A year-round events programme makes Stockton-on-Tees a great place to live

I AM #TEAMREDSKY

Running for every heartbeat



Run for Red Sky Foundation in the Sunderland City Runs or choose to take part in the epic Great North Run.

Red Sky Foundation is saving lives and sudden cardiac arrest can happen to anyone. Currently only 1 in 10 people survive an out of hospital cardiac arrest, but you can change that by running for #TEAMREDSKY.

No matter if you're a first-timer or an experienced runner, we know you'll do your best for us and that's all we ask - just be awesome, just be a part of #teamredsky! Just be you!

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Sunderland
City Runs here



Register for
the Great North
Run here



**GROW WITH US.
SAVE LIVES WITH US.
FUNDRAISE WITH US.**



**RED SKY
FOUNDATION**
HELPING LITTLE HEARTS & THEIR FAMILIES




BUSINESSWORKS

**BUSINESS
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2023**

ARTS AND CREATIVE

Time to Take the Arts Seriously...

It is very well known that the North East has a vast cultural heritage and plays host to some of the most exciting and ambitious art organisations, with world-class collections and architecture



According to Arts Council England, a whopping £380M of investment was spent on supporting such organisations between 2018 and 2022.

It's the job of Arts Council England ensure that the networks to encourage creativity and culture are supported in order to allow individuals and organisations the ability to grow their skills, create accessible links and improve the conditions for everyone.

They carry out research, actively promote partnerships, offer specialist advice and activities in order to help the creative and cultural sectors develop. The local authorities are the largest funders of arts and culture in England and the Arts Council work in partnership to ensure that culture is successful and more importantly, sustainable. ►



Although it has long been established that involvement with the arts and culture in young people is helpful to their development, it is now thought to be crucial to children to enable self-expression and feeding their imagination. This helps to develop the skills that fuel the success of the UK's creative industries and that of future generations.

The Department for Education have invested £589M since 2012 in a range of musical and educational programmes. 829 arts organisations and museums have also benefited, as have 10 bridging organisations, which allow the cultural sectors and the educational sectors so that children and young adults can gain access to great arts and cultural opportunities. As part of the Local Cultural Educational Partnerships (LCEPS) the intention being that children and young adults of all ages can be creative no matter where they live, where they go to school or where they spend their free time.

“*The local authorities are the largest funders of arts and culture in England and the Arts Council work in partnership to ensure that culture is successful and more importantly, sustainable.”*

Arts Council England is supported by the Government and National Lottery, £407M a year in 828 arts organisations, museums, libraries, and National Portfolio. Included in this figure, £336M of grant-in-aid and £71M of National Lottery funding. £97.3M of National Lottery funding per year in Arts Council Lottery Project Grants via their Open-Access Funding Programme. £72.2M each year is spent on their Arts Council Development Fund, which focuses on diversity, resilience, innovation in business models, leadership development and creating more pathways for a wider range of people to become part of the arts and culture sector.

Arts Council England's have big, ambitious plans for the future of creativity and culture. By 2030 they want England to be a country in which the creativity of everyone is valued and given a chance to flourish. A country where every single one of us has access to a remarkable range of high-quality cultural experiences. Amen to that! ●







ARTS AND CREATIVE STATISTICS AND FACTS



£25 million

The amount pledged by the BBC over the next five years to support new network TV production and talent across the North East

£2.50

The amount generated for the North East economy by every £1 created by the Arts and Creative Industry of the North East

42 million

The number of times people attend productions, exhibitions, festivals and events in the North



23,750

people employed in the arts and creative sector in the North



BUSINESSWORKS

BUSINESS GUIDE 2023

BUILT ENVIRONMENT

SPONSORED BY

GlenDimplex 
HEATING & VENTILATION

Creating safe and healthy indoor spaces

Glen Dimplex Heating & Ventilation are driven by innovation, delivering excellent customer service, and developing the right solutions to address the ever-changing needs of the heating, cooling, hot water and ventilation markets



Whilst decarbonisation is an important topic across our categories, an area equally in need of attention right now is the improvement of indoor air quality, a topic of great importance for all building owners, operators and users in the current environment.

Raising Awareness of Indoor Air Quality

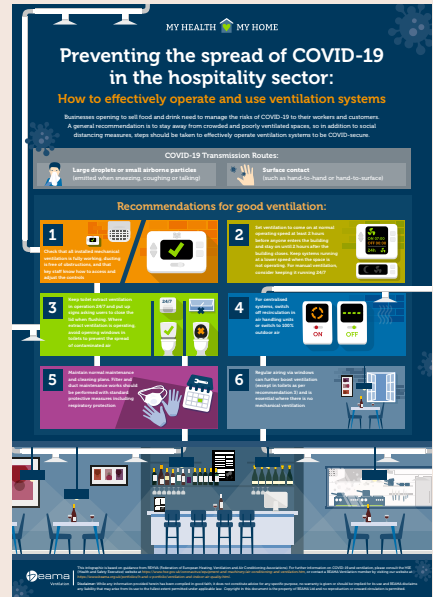
Children are back in school and adults are slowly returning to the workplace, so it's a responsibility of building owners and managers to create a safer and healthier environment to learn and work in. There is a reason why ours is the 'indoor generation'. Current research shows that more than 90% of our time is spent in an indoor environment. Increasing Indoor Air Quality (IAQ) is crucial to creating safe and healthy indoor spaces.

According to the Environmental Protection Agency (EPA), the levels of indoor air pollutants can be up to five times higher than outdoors, and there is a direct correlation between IAQ and long-term health and productivity as well as the ability to learn. But how do we ensure our buildings have adequate IAQ? What solutions are available today which do not burden building owners and managers with inflated operational and capital costs?

Can increased filtration and ventilation help improve Indoor Air Quality in our buildings?

The majority of schools, commercial and office buildings benefit from the installation of heating, ventilation and air conditioning (HVAC) systems - frequently including fan coil units (FCUs). It is now an accepted view, supported by the World Health Organisation (WHO), that increasing ventilation flow and filtration rates can significantly improve IAQ, and can help mitigate the risk of spread of Covid-19.

This infographic shows the changes that can be made to encourage increased air flow in the hospitality sector to prevent spread of Covid-19. These principles can be applied to all spaces where social interactions take place, such as offices, schools, leisure centres and cinemas.



Graphic: Beama

Where present, FCU systems can support the increase of ventilation flow. This helps eliminate pockets of stagnant air; however, could we use the technology to improve IAQ further? Increasing ventilation flow rates alone will not sufficiently improve IAQ, and this measure must be accompanied by improved filtration to achieve the desired results. ►



"Levels of indoor air pollutants can be up to five times higher than outdoors, and there is a direct correlation between IAQ and long-term health and productivity as well as the ability to learn."

How can filtration be improved without impacting the efficiency of ventilation systems?

High grade filtration is a proven technology that reduces the number of pollutants in indoor air. There are various grades of filter available on the market. Some systems, such as those including fan coils, tend to use a lower grade filter designed simply to protect the units' components. This is because traditional higher-grade filters could cause a pressure drop as the air is being filtered, resulting in reduced energy efficiency and increased operational noise.

Glen Dimplex Heating & Ventilation (GDHV), has designed, tested and launched a new generation of F7 grade, high performance filters. The new design minimises the potential impact of increased pressure resistance associated with traditional higher-grade

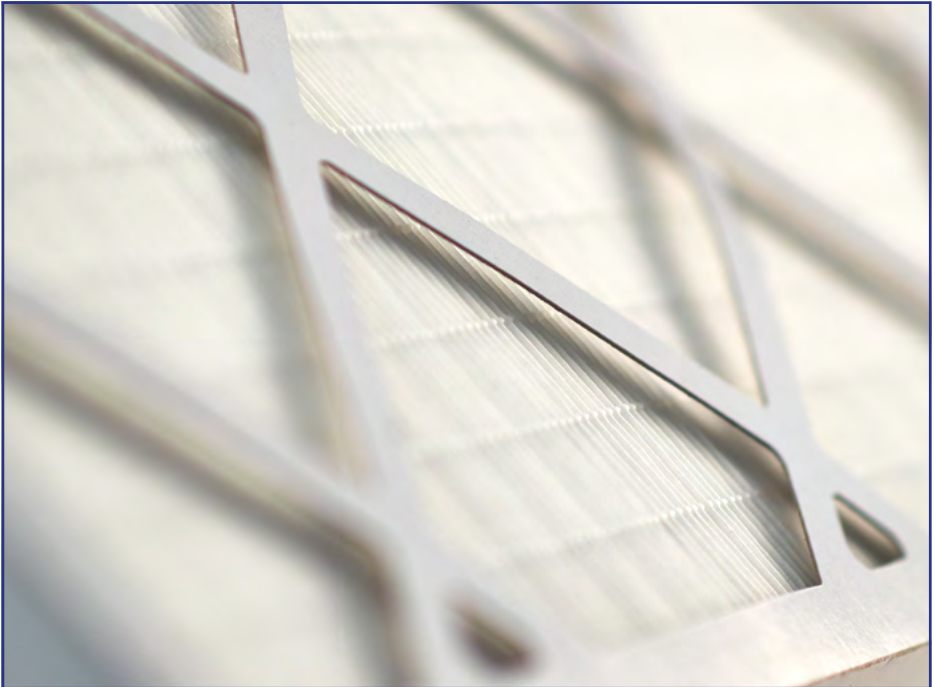
filtration by dramatically increasing the surface area.

As a result of the pandemic, we now have the opportunity to review ventilation strategies in our buildings and ensure we live, learn and work in healthy spaces. Continuous high-grade filtration, accompanied by an increase in ventilation flow offers the improvements we need. Most existing filters can be upgraded to higher grade filters at relatively low cost to other solutions, and the installation is unobtrusive and can be implemented today.

To discuss how GDHV can help improve indoor air quality and create a healthier indoor environment in your school, office, or commercial building, contact one of our HVAC specialists now. Or speak to our local team, shown on page 119. ●



"An area in need of attention right now is the improvement of indoor air quality, a topic of great importance for all."





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Glen Dimplex
HEATING & VENTILATION



BUILT ENVIRONMENT STATISTICS AND FACTS

1,000

The number of new homes
built in Newcastle in 2020
(355 homes per 100,000
population - the seventh-highest
city new-build rate in the UK)

Source: www.introducertoday.co.uk



265

The number of new homes
planned for the site of
the demolition-scheduled
Sunderland civic centre

Source: Northern Echo report

3,800 tonnes

The amount of the steel in the main structures of the
£120million Arlington Richardson development of Durham's
Milburngate riverside retail and leisure quarter

Source: www.thenorthernecho.co.uk



BUSINESSWORKS

**BUSINESS
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BUSINESS AND RETAIL

ANOTHER TOUGH YEAR AHEAD

Last year was exceptionally difficult for consumers and retailers – but research at the start of 2023 predicted modest growth

Despite the fact that footfall across the UK over the festive period was the highest since the pandemic, it still has some way to go to match pre-pandemic levels.

However, in January 2023, the British Retail Consortium suggested that retail sales nationally would grow between 2.3% to 3.5% in the coming year.

Last year was characterised by low retail sales growth which remained below inflation, suggesting volumes were down compared with 2021, and the trend was expected to continue into 2023. According to the model, food sales growth will also continue to outperform non-food categories.

Sales are expected to pick up in the second half of 2023 as inflation slows and consumer confidence improves, with growth of 3.6% to 4.7% compared with 1% to 2.3% in the first half. The analysis suggests that while food sales growth will fall slightly in the second half of the year, this will be at a slower rate than the anticipated decline in food inflation, meaning falls in volumes will ease over the period. Meanwhile, non-food sales will move from decline to growth.

At a time when many cost pressures were already increasing throughout the supply chain, the war in Ukraine ►



pushed inflation into an upwards spiral – with energy and food prices increasing by over 10% (year-on-year) during the second half of 2022. During this period, as inflation peaked and the cost-of-living crisis unfolded, total retail sales growth was 2.3%. However, once inflation – rising to over 11% across the economy – is accounted for, these figures represent falls in sales volumes for both food and non-food.

Kris Hamer, director of insight at the British Retail Consortium, said: “The first half of the year is likely to be challenging for households and retailers. Ongoing inflation will make sales appear to be rising, but we expect falling volumes as consumers continue to manage their spending. We also don’t see many signs at this stage of retailers’ input costs easing, with energy costs expected to rise by £7.5 billion as the government’s Energy Bill Relief Scheme comes to an end in March, putting ongoing upwards pressure on prices.

“There is cause for optimism in the second half of 2023, when we expect inflation to ease and improving consumer confidence to result in an

improvement to sales growth, and corresponding volumes.”

“Despite facing huge cost pressures, retailers will continue to do all they can to keep prices affordable for their customers. The market remains very competitive, and every retailer will be striving to attract and retain customers as people continue to be discerning in their purchasing decisions.”

Andy Sumpter, retail consultant EMEA for Sensormatic Solutions, said: “Physical retail rallied in December, with store performance posting its best footfall counts compared with pre-pandemic figures all year. Retailers rose above an onslaught of festive disruption, from snow chaos to rail and mail strikes impacting consumers’ shopping journeys both on- and off-line, disrupting pre-Christmas travel to shopping hubs and creating online delivery backlogs and delays.

“And, once again, it was the in-store teams that kept retailers’ doors open and able to continue to serve their customers and communities. Looking to 2023, retailers will be hoping for more stability and support to help them chart a trading course



for success in the light of continued economic headwinds, as they adapt their retail offers to the needs of the cost-of-living consumer.”

The British Retail Consortium's latest figures, as this guide went to press, showed that footfall in Yorkshire and the Humber between January and October 2022 was down by an average of 9.36% on pre-pandemic levels, with March the worst month, down 13.3%.

The region's vacancy rates in Q3 2022 (the proportion of ground-level commercial properties that were empty) were 15.3% in the high street, 18% in shopping centres, and 9.8% in retail parks. The figures for Q3 2021 were 15.8%, 19% and 12% respectively, suggesting that retail parks fared better overall last year.

Meanwhile, according to KPMG's latest UK Economic Outlook, the UK economy will shrink by 1.3% in 2023, amid a relatively shallow but protracted recession. This will be followed by a partial recovery in 2024, which could see GDP rise by 0.2%.

Elevated inflation and rising interest rates will continue to put pressure on households' living standards. By the end of Q3 2022, household consumption had already fallen by 0.6% on a per capita basis and was projected by KPMG to fall by a further 3.4% by mid-2024. While a fall in savings or higher borrowing could support consumption to some degree, persistently low levels of consumer confidence could lead to higher levels of precautionary savings, the report said. ●



“The market remains very competitive, and every retailer will be striving to attract and retain customers as people continue to be discerning in their purchasing decisions.”





BUSINESS AND RETAIL STATISTICS AND FACTS

11%

The percentage of the North East workforce who work in retail (second-highest rate in the UK)

154,808

The number of companies across the North East (1.8% of all 8,674,360 companies in UK)

Source: www.hithorizons.com

99%

The percentage of retail sector made up of SMEs

Source: researchbriefings.files.parliament.uk

20%

The percentage of high street shops vacant in the North East at the start of 2022

Source: www.business-live.co.uk



BUSINESSWORKS

**BUSINESS
GUIDE
2023**

**CLEANING AND
MAINTENANCE**

Cleaning sector is in UK top 10 - but challenges remain

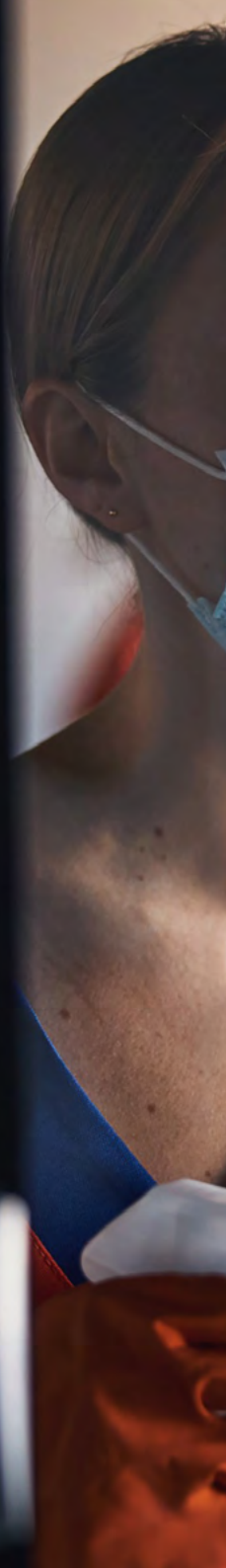
The cleaning industry provides a vital service to the economy, ensuring that our workplaces, hospitals, schools, transport facilities and public spaces are clean and pleasant to use

The role of the sector's personnel is front-line and essential to keeping key workers and the public healthy, safe and well – and their vital role during the Covid-19 pandemic has helped to highlight the importance of the sector. Once a service that was kept behind the scenes, cleaning in public spaces is now proving to be the key factor in regaining consumer confidence.

In the current workforce, many cleaning and hygiene personnel are mentally and physically exhausted from the demands of responding to the pandemic – particularly those in the healthcare environment. Employee welfare has been catapulted to the top of the HR agenda for business leaders, with organisations offering more welfare support. Businesses have become more innovative with different ways to try to support their staff.

SIZE AND TURNOVER

The industry directly employs over 941,000 – this is 2% less than the previous year. If occupations involved in cleaning across other industries such as public services and hospitality are included, the total number of individuals working in the industry can be expressed as 1.47 million. This equates to about 5% of the UK workforce. The cleaning sector is a top 10 employment industry in the UK. ►







In 2019, the industry contributed nearly £58.9 billion to the economy, up from £57.3bn in 2018. All subsectors, bar landscape service activities, saw a year-on-year growth in turnover. The sector continues to grow, with a reported 69,005 businesses operating in 2021, up from nearly 66,420 in 2020. Stakeholder interviews reported seeing opportunistic firms starting up during the pandemic offering cleaning services. Many member organisations also reported a greater interest in firms joining. The cleaning and hygiene industry is quite competitive with both small and medium companies. Nearly nine in 10 (88%) are micro businesses, employing fewer than ten individuals and 99% of businesses are private firms.

CHALLENGES

The variety of roles in the industry is endless and the ability to progress once in the industry is immense. Yet the industry is struggling to recruit. Staff did not come back to the industry following furlough, EU and Eastern European staff went home and have not returned after Brexit, while other workers have upskilled to new roles, creating a perfect storm of severe staff shortages in the industry. There are a record number of job vacancies across the UK across a variety of industries, adding to the recruitment challenge.

Employers in the cleaning sector need to adapt to a rapidly changing workforce if they are to win the battle for workers. The part-time working opportunities that the industry has to offer can be an advantage to many. However, only 9% of people working in the industry are aged under 25, and 27% are aged over 55. This suggests the sector may face issues around an ageing workforce and the industry needs to do more to attract younger workers into the sector. Continuing to raise the profile of the industry is vital to attract workers. ●

From the British Cleaning Council Research Report 2022. Established in 1982, the BCC is the authoritative voice of the UK cleaning, hygiene and waste industry

“

“Once a service that was kept behind the scenes, cleaning in public spaces is now proving to be the key factor in regaining consumer confidence.”





CLEANING AND MAINTENANCE STATISTICS AND FACTS

In 2021,
10%
of all cleaning jobs were
contracts rather than one-off
work

Source: getjobber.com



Cleaning industry
revenue grew

14%
in 2021

Source: getjobber.com

The cleaning industry
has grown

6.6%
every year since 2011

Source: brandongaille.com

80%
of households are expected
to use residential cleaning
services by 2024

Source: www.gettonedesk.com



BUSINESSWORKS

**BUSINESS
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2023**

**CONSTRUCTION
AND PROPERTY**

INDUSTRY FACES 'UNCERTAIN FUTURE WITHOUT CLEAR POLITICAL DIRECTION'

Dips in housing and repair, maintenance and improvement (RMI) output in late 2022 prompted stagnant overall output – which was a worrying sign, and not just for the nation's small local builders, the Federation of Master Builders said



Brian Berry, chief executive of the FMB, said: "Private house building, and repair and maintenance work are the backbone of local builders' businesses, so the falls in output signal a worrying winter for the sector.

"Likely prompted by consumers tightening their belts in the face of cost-of-living pressures, the falls in the ONS data reflect the FMB's latest State of Trade survey (Q3 2022) which recorded declining inquiries for the first time in a decade. We know that a lack of viable land, a complicated planning system and a shortage of skilled workers are hitting SME house builders hard."

About six in 10 (62%) of FMB members said they had building contracts affected by the lack of materials in Q3 2022. Despite this, the level had decreased since Q2 2022 by 12 percentage points (from 74% on balance). Moreover, 60% state that the lack of materials has delayed jobs, while only 4% report that this has led to jobs being cancelled.

FMB members reported that a lack of skilled tradespeople may be causing more disruption and delays to jobs. In line with Q2, two thirds (66%) stated that the lack of skilled tradespeople available had affected their jobs in Q3 2022. Furthermore, 59% had jobs delayed by this, and 12% had jobs being cancelled.

A sharp decline in demand in the Midlands appeared to be driving most changes in Q3 2022. While most regions in England experienced an increase in workload, the Midlands saw a net decrease of -12% (compared with a net increase of 14% in Q2 2022). By contrast, total workload in both Greater London and the North held steady from Q2 2022 (21% and 19% on balance against 17% and 18% respectively).

Mr Berry added: "The impacts of Brexit, Covid, and the war in Ukraine will continue

to be felt, making the coming months a challenging time for the new Government. The economy will be the dominant issue as the new Government endeavours to restore confidence in the financial markets.

"This will be absolutely critical if consumers are to have the money to keep employing small builders to improve their homes and make them more energy efficient. Without clear political and economic direction, the industry will continue to face an uncertain future."

Mr Berry's comments came as the Royal Institution of Chartered Surveyors (RICS) UK Construction Monitor for Q4 2022 demonstrated the impact of the challenging macro environment on the sector, with construction workloads at the all-sector level flatlining. Within this overall figure, however, infrastructure continued to show a more positive trend supported by major energy and transport projects.

In the last three months of 2022, headline workloads (workloads across all sectors) dropped to a net balance of -1% according to respondents to the survey, compared with +17% in Q3 and +30% in Q2 of 2022.

The most significant contributor to the turnaround in the trend from positive to negative came from the private housing sector, where workloads slipped to -13% against +17% in Q3. Other components of the private development sector were also a little flatter with the metric for commercial and industrial also turning very slightly negative (net balance of -2%). The contrast to this is provided by the infrastructure component where the workload trend remained more upbeat reflecting the longer-term nature of many of these projects (+22%).

Regarding the industry's crucial challenges, respondents continued to emphasise shortages of both labour and materials. However, while the number of respondents highlighting these factors were beginning to decline, the ►

proportion identifying financial constraints as an obstacle had now risen for four consecutive quarters to reach 62% – the highest level since Q3 2020.

This pattern was also evident in insights about credit availability in the industry. A net balance of 46% indicated that credit conditions had worsened over the past three months, with a similar amount anticipating a further deterioration over the next three months.

Looking forward through 2023, a net balance of 35% believed credit conditions would be tougher than they currently were, which, while significant, was some way off the 60% that took this view in the prior quarter.

Meanwhile, the macro woes were beginning to manifest themselves in the share of respondents pointing to inadequate demand; this has climbed to 28% which, although still low by historic standards, is the highest level since the midst of the Covid pandemic. Anecdotal remarks from contributors also continued to focus on concerns around the planning system.

While workload activity was down across the board, it was interesting to note that recruitment in the sector remained both positive and challenged by skills shortages. A net balance of +35% of respondents reported having recruited employees over the past three months, with +15% indicating they intended to do so over the next 12 months.

The ongoing shortage of skills appeared as prevalent among the trades as among professionals. More than 50% of contributors reported difficulties in hiring quantity surveyors and other construction professionals, including project managers. Meanwhile, a broadly similar share pointed to problems in sourcing bricklayers, electricians and plumbers. Perhaps unsurprisingly, in view of this, there is still a focus on committing investment to workforce development and training, even if this is a little less so than previously; a net balance of +17% of respondents planned to increase spending in this area, down from a recent high of +37%.

The headline net balance metric for profit margins over 2023 has softened again to -26%, the most negative number since Q3 2020. Skilled labour costs are still viewed as likely to increase by around 7% in aggregate, reflecting the challenges around recruitment.

Simon Rubinsohn, chief economist at RICS, said: “While the more challenging macro environment is beginning to impact parts of the construction sector, it is noteworthy that the forward-looking metrics even in the area of private residential development remain relatively resilient for now with housing workloads only seen as likely to slow modestly over the next year.

“Meanwhile, a series of significant energy and transport projects are continuing to support infrastructure workloads. Significantly, the industry is continuing to grapple with the challenge around finding adequate supplies of skilled labour, both at a professional and trades level. Addressing this issue will be critical in enabling the sector to play a comprehensive role in supporting the economy as it emerges from the current downturn.” ●





CONSTRUCTION AND PROPERTY STATISTICS AND FACTS



£152,551

Average house price in the
North East at February 2022

Source: www.ons.gov.uk

55,000

estimated number of
people employed in the
construction sector in the
North East

54%

The rise in new homes under
construction in the North
East for the year to June
2021 (largest rise in England
that year)

Source:
assets.publishing.service.gov.uk

£2.4billion

The GVA contribution of
construction industry to
North East economy
(2016 latest available
figures)

Source: www.northeastlep.co.uk



BUSINESSWORKS

**BUSINESS
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2023**

DIGITAL

Are We Slaves to our Mobile/Digital Devices?



During the pandemic, we all craved 'normal', whatever that was, but for the digital world, to say that we relied on this technology was an understatement!

According to a study carried out by Dataportal, an astonishing 12½ trillion hours were spent online, a new milestone in internet adoption, and new records for social media use.

Of course, much of this was pure boredom, we simply ran out of things to watch on Netflix

during the pandemic and people relied on social media to see what their friends, colleagues and loved ones were up to, which during the pandemic, wasn't a lot, unless you were part of #Partygate at Number 10 Downing Street, that is! Flippant statement I know, but relevant. ►



According to the Digital 2022 Global Overview Report, published in conjunction with We Are Social and Hootsuite, it appears that far from decreasing our usage, that the connected world continues to grow even faster than it did before the pandemic.

Industry giants such as Instagram, TikTok and YouTube all saw huge gains reporting that double-digit growth in social media users. This all seems like positive news for the digital economy and users alike, however as the rise of social commerce undoubtedly dominates, so does the rise in social media ads and the cost of them.

Without the end user, and the insights into the world's social media preferences, then there wouldn't be a platform for such significant rises in ad spend. That said, much of this spend came out of necessity as the retail, leisure, and hospitality sectors, in particular, who sought ways in which to stay in business, and sell their goods on-line.

Indeed, more than two-thirds (67.1%) of the world's population now uses a mobile phone, with unique users reaching a staggering 5.31 billion by the start of 2022. The global total has grown by 1.8% over the past year, with 95 million new mobile phone users since this time last year.

The global internet users have climbed to 4.95 billion at the start of 2022, with internet usage now standing at a whopping 62.5% of the world's total population. This is a growth of 192 million, up 4% over the past year, but with the ongoing restrictions to research and reporting due to Covid-19 it means that the actual growth trends may be considerably higher than these figures suggest.

One thing that is absolutely certain is that digital usage is going to increase, not decrease, so although we can all choose to not use it, now, more than ever, is when we'll get left behind, so we'll be relying on our children or grandchildren to keep us in check even more than we already do! ●



DIGITAL STATISTICS AND FACTS

29,000

The number of people
working in the North East's IT
and digital sector

Source: www.northeastlep.co.uk

13,800

The number of new jobs
predicted to be created in
the regional digital sector
over the next three years

Source: www.business-live.co.uk

£12million

The amount being
invested to create new jobs
in the digital and IT sector
in the North East, by the
North of Tyne Combined
Authority

Source: www.northoftyne-ca.gov.uk

52,000+

The number of students
studying Science Technology
Economics and Mathematics
(STEM) across the region's
five universities

Source: investnewcastle.com



BUSINESSWORKS

BUSINESS GUIDE 2023

EDUCATION AND TRAINING

SPONSORED BY





Apprenticeships are big news!

Within the education sector an education/career route which can be taken by a post 16 person is the apprenticeship route

HOW DOES AN APPRENTICESHIP WORK?

On an apprenticeship you're employed to do a real job while studying for a formal qualification - usually for one day a week either at a college, university or training centre. By the end of your apprenticeship, you'll hopefully have gained the skills and knowledge needed to either succeed in your chosen career or progress to the next apprenticeship level.

Broadly apprenticeships fall into the following types; Agriculture, Horticulture and Animal Care, Arts, Media and Publishing, IT & Digital, Business, Administration and Law, Construction, Planning and the Built Environment, Education and Training, Engineering and Manufacturing Technologies, Health, Public Services and Care.

What you'll learn depends on the role you're training for. However, apprentices in every role follow an approved programme, which means you'll gain a nationally-recognised qualification at the end of your apprenticeship.

Hiring an apprentice is a productive and effective way to grow talent and develop a motivated, skilled and qualified workforce. Nationally 86% of employers said that apprentices helped them develop skills relevant to their organisation, and 74% said apprentices helped them to improve quality of their product.

WHO CAN START AN APPRENTICESHIP?

To start an apprenticeship, you'll need to be:

- 16 or over
- living in England
- not in full-time education
- You can apply for an apprenticeship while you're still at school but you'll need to be 16 or over by the end of the summer holidays to start the apprenticeship

THE BENEFITS TO A BUSINESS WHO HIRES AN APPRENTICE WILL INCLUDE:

Increased Employee Retention - statistics show that trainees tend to be committed to an organisation that has helped them to develop, they feel satisfied and integrated into your business, so are expected to stay with you for longer.

Develop your own talent - Apprenticeships offer you the opportunity to train people in the specific areas in which you feel resource is needed the most, providing your organisation with the skills it needs to achieve your goals.

Strengthening an employer brand -

Apprenticeships are big news! Businesses are likely to be viewed as a forward-thinking organisation, who are investing in its people. Helping to boost your attraction rates and become an employer of choice.

AS AN APPRENTICE YOU'LL:

- Be an employee – earning a wage and receiving holiday pay
- You will work alongside experienced staff
- Gain job-specific skills
- Receive time for training and study related to your role (at least 20% of your normal working hours)

Apprenticeships take 1 to 5 years to complete depending on their level. ●

40 Years of delivering quality training and apprenticeships

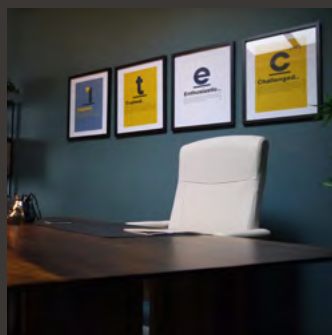
ITEC North East have celebrated 40 years of educational excellence, delivering a portfolio of vocational apprenticeships and vocational training across an abundance of occupational sectors

ITEC NE is a not-for-profit training company which has been helping people change their lives for the better since 1982 and are celebrating in new premises and undergoing an exciting rebrand. The friendly organisation, which is rated as 'Good' by OFSTED, says doors to its new premises at the ITEC House on Aycliffe Business Park are always open to support the needs of businesses and individuals. ITEC are also looking to provide a co-working space for local people and businesses at its new premises, offering a home from home for staff, learners, local self-employed people and employers in the local community.

The award-winning training provider offers local businesses and individuals access to fully funded courses – and the company is urging organisations to take full advantage.

ITEC NE has delivery hubs across Newton Aycliffe, Middlesbrough and Hartlepool offering training to school leavers, the unemployed, and those in employment wishing to retrain or upskill. The organisation also offers remote distance learning nationwide. ITEC NE's vision is to deliver to learners outstanding training and personal support. ●

For more information, visit www.itecne.co.uk



HIRING A DIGITAL MARKETER APPRENTICE?



+

15 MONTH PROGRAMME

BROADEN YOUR HORIZONS

Course Content will cover the below:

Business Theory
Social Media Advertising –
including Facebook, Twitter, LinkedIn & Instagram
Content Creation
SEO
HTML Coding
WordPress Website Building
Video Marketing
Photoshop
Analytics

Digital Marketers can drive awareness of your businesses products and services. Working in a digital world, we now see social media and online platforms driving customer acquisition, engagement and retention.

They will learn about marketing principles and digital and social media strategies. Your apprentice will also learn how to understand customers, including the customer lifecycle and the role of customer relationship marketing. Your apprentice will also cover specialist areas including search marketing, search engine optimisation and analytics.

There's an increasing demand for digital marketing for every sector of business. This level 3 apprenticeship will help your apprentice build skills in Digital Marketing. They will work as part of a team to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.

WANT A CAREER IN PROPERTY?

LEVEL 3 BUSINESS ADMINISTRATOR APPRENTICESHIP



GAIN AN EXTRA QUALIFICATION

INTRODUCING TRAINING FOR THE PROPERTY SECTOR.

ITEC NE is partnering with Able Agent to deliver a Gold Standard Apprenticeship combining Level 3 Business Administration with a CePAP level 3 Certificate in Property Advice and Practice.

This is an exciting and niche qualification offering a combination of online training and on the job support for the estate agent and lettings industry. The length of the course will be 13-15 months and the apprentice will end their programme with a recognised qualification in both BA and a professional property qualification at Level 3 in property.

WHAT YOU WILL LEARN

Sales Skills & Customer Service



- Sales and customer service are essential skills for all estate and lettings agents.

Estate Agency & Lettings essentials



- Estate agency processes & up to date understanding of lettings industry legislation

Legal Compliance



- Understand the many laws in the property industry that apply to both estate agency and lettings, covering AML, health and safety and data protection



40 YEARS

OF DELIVERING QUALITY
TRAINING AND
APPRENTICESHIPS



UNLOCK YOUR POTENTIAL

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From upskilling your existing workforce to developing your career opportunities to just getting your teeth into a new topic, here at itec we want to work with you to unlock your potential.

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APPRENTICESHIPS

Earn while you learn with exciting opportunities in Administration, Digital Marketing, Property and IT. Delivered by our expert tutors with years of industry experience working with local and national employers



OVER 100 E-LEARNING COURSES

These short self-study courses are ideal for anyone wishing to develop their skills for personal, pleasure or professional reasons.



ITEC15 FOR 15% OFF E-LEARNING



EDUCATION AND TRAINING STATISTICS AND FACTS

39.2%

The percentage of students achieving A or A* grade passes at A-level in 2021 (up from 35.6% in 2020)

67

The number of higher education undergraduate business courses on offer in the North East

Source:

thecompleteuniversityguide.co.uk

28%

Proportion of all North East apprenticeships started in 2020/21 by County Durham residents

(16% and 15% were by residents of Northumberland and Sunderland respectively, with the other four local authority areas each being home to between 8% and 12% of all starts)

Source:

evidencehub.northeastlep.co.uk

77%

The percentage of graduates from North East universities who stay and work in the region

Source:

investnortheastengland.co.uk



BUSINESSWORKS

**BUSINESS
GUIDE
2023**

**ENERGY, ENVIRONMENT
AND CLIMATE**



MAJORITY BACK MOVES TO TACKLE CLIMATE CHANGE

More people than ever support renewable energy, according to government research ►



As 2022 came to a close, a new record high of people supported using renewable energy, with only 2% opposing it.

The newest wave of polling in the Government's Public Attitudes Tracker, conducted in the autumn and published in December by the Department for Business, Energy and Industrial Strategy, found that 88% of people were in favour of renewables, beating the previous record of 87% the year before.

When asked about individual technologies, 85% of people supported offshore wind – another new record, beating the previous high of 84% – and just 2% oppose it.

Some 79% support onshore with only 4% opposing it, 84% support wave and tidal energy while just 1% oppose it, and 74% of people say renewable energy provides economic benefits to the UK.

The percentage of people in the UK who are concerned about climate change remained high

at 83%, and the percentage of people who said they were “very concerned” rose from 39% to 45%. The poll also showed that the percentage of people aware of the concept of net-zero remained high at 90%

Dan McGrail, chief executive of RenewableUK, the UK's leading not-for-profit renewable energy trade association, said: “The polling shows unequivocally that the overwhelming majority of people want us to build more onshore and offshore wind farms to generate cheap power, increase our energy security and tackle climate change.

“We need to maximise the range of our homegrown clean power sources to reach net-zero and energy independence as fast as possible, so innovative technologies like floating wind, tidal stream and green hydrogen have important roles to play too. This sky-high level of public support needs to be reflected fully in government policy.”



In December 2022, ministers also began publishing the details of the 2023 auction for Contracts for Difference, setting out information on the pot structure, delivery years and administrative strike prices for the fifth CfD Allocation Round, as well as the requirements that bidders will have to satisfy.

A consultation has also been launched on Allocation Round 6 – which is due to open in 2024 – and future rounds beyond this. This includes the possibility of adapting the scheme to consider other factors beyond price such as sustainability and securing supply chain growth.

Mr McGrail added: “It’s vital for billpayers who’ve been hit hard by massive increases in the price of gas that we maximise investment in renewable technologies which offer highly competitive prices. Wind farms are the lowest cost way to generate electricity and can be

built rapidly, enabling the UK to move away from expensive fossil fuels faster than other technologies.

“The Government and the industry are keen to ensure that billpayers get the maximum benefit from new renewable energy projects. However, we can’t ignore rising commodity and labour costs across the world which are increasing the cost of building all energy infrastructure. To avoid the risk of the UK losing out on potential investment in the clean energy supply chain, ministers need to take account of these costs in the final budget they set for the upcoming clean power auctions in March.

“It’s great to see the Government consulting on how CfD auctions might be reformed to support wider goals like environmental sustainability and supply chain growth. We have to start this process as soon as possible – that means setting budgets and prices for the 2023 CfD auction which enable supply chain investment by taking full account of the soaring costs which developers are facing.” ●





ENERGY, ENVIRONMENT AND CLIMATE STATISTICS AND FACTS

11,000+

The number of wind turbines on and offshore around the UK, which produce nearly a quarter of the nation's electricity

105

Hectares of accessible land alongside the river Tyne alone, available for companies in the offshore wind and renewables industry

£400 million

Total investment in the regional renewables sector by Energi Coast members so far

Source:
assets.publishing.service.gov.uk

6,000

The number of people employed by the major companies in the North East offshore renewables sector (under the banner of Energi Coast)



BUSINESSWORKS

BUSINESS GUIDE 2023

FOOD AND DRINK

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NORTHERN
BAR
MANAGEMENT

There's never been a better time to be a foodie and live in the North East

The region really has something for everyone – from fine dining experiences by Michelin starred chefs to casual bistros with their own style to top class takeaways.

You can explore virtually every cuisine known to man, including all the long standing favourites as well as those which open up a whole new world to adventurous diners.

And even in those more familiar offerings, there's now more distinct variations than ever before so there's a never ending opportunity to try something new.

Take Indian food for example. You can now tuck into the street food of major cities courtesy of restaurants like My Delhi or Dabbawal.

Or experience the flavours of Southern India courtesy of the ever-popular Dosa Kitchen, alongside the numerous more familiar offerings that have become an integral part of British food culture.

If you love Asian food then you really can indulge your palate. For authentic, no nonsense dishes try Durham's Sense or the amazing Asiana in Sunderland – and add to your list one of the new kids on the block – the Japanese inspired Miso.

Italian food never goes out of fashion – which is why there are so many amazing restaurants offering this much loved cuisine.

From artisan pizzas to handmade pasta, it's not surprising that its food that fills your heart – and stomach – with joy.

Favourites include the award-winning Angelo's in Sunderland and the cosy Mascalzone in Newcastle – just two of hundreds of venues that you can feast in.

The area is completely spoilt when it comes to fine dining. From the trail blazing, two Michelin starred Raby Hunt on the outskirts of Darlington to the one star Pine, Hjem and House of Tides – there's plenty of chefs in the region who are masters of their craft.

Others worth mentioning include The Patricia, Peace and Loaf and Trakol – all playing their part in elevating the region's food scene.

And it doesn't stop there. You can enjoy Caribbean, Korean, Mexican, Lebanese, Turkish, Polish, Romanian, Malaysian and even food from Afghanistan. The region has truly become a hot bed of haute cuisine from across the globe.

Café society has also finally come to the region, where casual dining has become a force to be reckoned with.

Think of venues like Ernest in Newcastle or The Kiln where you can eat delicious, homemade food and even buy a pot to take home!

And of course no North East food experience would be complete without dishes that link to our roots – which is why a Greggs stottie is still an important part of our heritage.

It doesn't matter if you want to splash the cash on a tasting menu or need a cake and coffee on the go – we can celebrate the fact that we really do have it all. ●



THE OPENING OF A BRAND NEW TEA ROOM IS JUST THE LATEST SUCCESS FOR A TYNESIDE LEISURE GROUP...



Newcastle University is about to open its new space for architecture, the Farrell Centre. It will be a flagship building for the campus, so it's only fitting that it should also have a top class watering hole close by. And that's exactly what will be happening, thanks to the latest acquisition by a fast-growing North East leisure group. What was once the Quilliam Brothers tearoom – which has been shut for almost three years – is to become the Claremont Tea Rooms, the latest venture from Northern Bar Management.

The site at Eldon Square will also bring together products from two of the businesses other ventures – the newly acquired Dotbagel and artisan bakers, Kennedy and Rhind.

Owner Stuart Young has decades of experience in the hospitality industry and has a real eye for what people want, which is why so many of his operations have had accolades heaped upon them. The company also operates North East Pub of the Year, the Blackbird at Ponteland and the luxury pub, restaurant with rooms, The Northumberland Arms at Felton which has also received a number of awards. ►

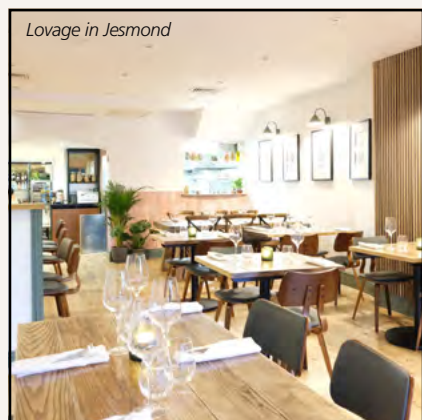
The Northumberland Arms at Felton



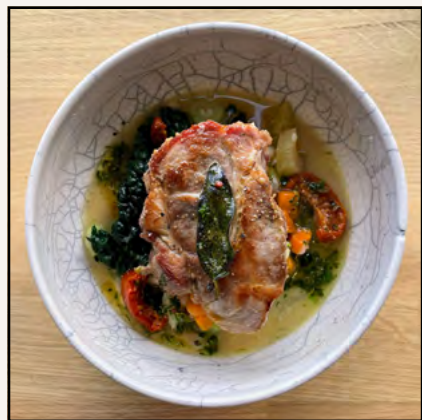
Never one to rest on his laurels, the last few years has seen Stuart expand all of his business operations, either on his own or in partnership.

Most notably that includes Lovage which opened late last year at the former Sale Pepe site in Jesmond. Working with acclaimed chef, Kleo Tabaku, the pair have created a restaurant which showcases a passion for Mediterranean cuisine with an emphasis on seasonality and locality. It's a formula that has worked since day one, with an inventive and changing menu which has become a crowd pleaser.

Think of starters such as seared Scottish mackerel with zaatar yoghurt, blood orange and grape salad or burrata served alongside persimmon, mint and balsamic salad and toasted seeds.



Lovage in Jesmond



Main courses include pan roasted Yorkshire duck and celeriac, carrots and chicory or a vegetarian option of roasted celeriac steak with fritella and Mediterranean crumb.

The inventiveness and attention to detail has put Lovage on the map – and it's the kind of standard that is in place across all of Stuart's venues.

He is part of team that created Novellos in Washington, an Italian restaurant that also has made a huge positive impact from day one.

Northern Bar Management also set up acclaimed bakery, Kennedy and Rhind, which has just recently moved from its Jesmond café base. However it's handcrafted pies, pastries and breads are still being produced and are supplied to all of the group's other venues – including when Clarendon Tea Rooms opens its door. Kennedy and Rhind is also a regular at pop-



ups for anyone missing their pastry fix. As well as a slot at The Blackbird, they also sell at Jesmond Food Market.

Having successfully run one bakery business, it seemed to make perfect sense for Stuart to take on another – although in a very different style.

That's why late last year he acquired the DotBagel brand and took over the running of the company's former site at Newcastle's Chillingham Road which is also proving a huge success – so much so that would be buyers are advised to get there early in the day as they regularly sell out.

Both DotBagel and Kennedy and Rhind products will be available at Claremont – along with a whole host of other delicious options. As well as selling a range of signature teas, the new look café will also offer an extensive selection of coffees as well as

having extensive brunch and lunch menus.

For Stuart this is another exciting chapter in his hospitality businesses and one which he believes will be well received.

"We have a proven track record of running high end cafes and producing amazing baked goods," he said. "The recent takeover of DotBagel has allowed us to expand our offering as well as growing the number of sites we have and the Claremont Tea House will give us another strong foothold in the city.

"We'll be able to offer a really exciting and extended range of products and it will also mean that we are bringing back to life a great venue, right on the university campus and in a busy city centre location.

"It's a very exciting prospect and one which we can't wait to showcase to our customers." ●





FOOD AND DRINK STATISTICS AND FACTS

35,000 sqft

The amount of restaurant floor space included in Durham City's £30million Riverwalk redevelopment

Source: theriverwalk.co.uk

£3.5 billion

The total annual turnover of the food and drinks manufacturing sector in the North East, which includes an estimated 1,500 organisations employing around 45,000 people

Source: sector1.net

£280 million

The value of food exports from the region in 2021, over the previous year, and a rise of 20.4%, which showed this region leading the way in the UK's post-pandemic exports recovery

Source: www.fdf.org.uk



BUSINESSWORKS

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HEALTH AND SAFETY

HEALTH & SAFETY - WHEN NO CLEAR LEGISLATION IS IN PLACE

World Cancer Day in February served as a reminder that risks to lungs from workplace activities still exists and that a huge 12,000 people die from work-related lung diseases, linked to exposure during their working lives, every year.

The HSE are warning businesses that if you work with certain dusts, gases, fumes, and vapours in the workplace, it is vitally important that you understand the risks and protect your workers' health, by using effective control measures. The HSE have made it abundantly clear that it is responsibility of the business to ensure that safe practices are carried out and that the employers have a legal responsibility to protect workers from ill health.

So, linking on from that, assuming that businesses are leading by example and following the HSE rules, what about the social activity of vaping which is incredibly popular now? Although legislation has been in force for smoking within the workplace since 2007, vaping on the other hand is not regulated by the HSE, so it is down to the businesses to set their own rules, via their staff handbook.

So, the fact that so little is known about E-cigarettes, should employers allow employers to vape at work? This causes many divides and although a lot has been written about it, the business-world is still very much divided. ►



On the one hand, if an employee is trying desperately to stop smoking and has changed to E-cigarettes to do so, should that not be encouraged by the bosses? I'm sure most people will agree that that is a positive step, but weren't we all told, many years ago, that smoking was good for us, so much so, we were actively encouraged to do it by doctors, and they also told us that it was good for our health as it helped to keep us slim?

Most people agree that there should still be designated areas to vape in, and shouldn't be conducted in areas where other employers may feel uncomfortable, but as there is still so little known about E-cigarettes

and their advantages/disadvantages, is it possible that this is just another fad and we're all just guinea pigs anyway?

Well, until the HSE produce a set of rules as to what we should all follow as business-owners, we'll all just be winging it, like everyone else. HR is the department with this particular nightmare on their desks, so if you're a small company that doesn't have an HR Department, then it might be advisable to get external HR help with this one. After all, if the HSE are not committing themselves to put a legislation in place for something that has been around since 1927 – It was created by Joseph Robinson - then what are we, as business-owners supposed to do? ●

“

“If an employee is trying desperately to stop smoking and has changed to E-cigarettes to do so, should that not be encouraged by the bosses?”







HEALTH AND SAFETY STATISTICS AND FACTS

25,000

The number of self-reported non-fatal workplace injuries in the North East over the past year, according to the Health and Safety Executive

2,140

The number of non-fatal workplace injuries per 100,000 workers in the North East over the past year, again according to the HSE

Source: www.hse.gov.uk

£10.6 billion

The estimated annual cost to Great Britain of illness and absences in the workplace

Source: www.hse.gov.uk



BUSINESSWORKS

BUSINESS GUIDE 2023

HOSPITALITY

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Hospitality & Covid

Who is Coming to the Rescue?

It's no secret that the hospitality industries were adversely affected by the Covid-19 pandemic, and here in the North East was no exception to the rule. Business had to adapt to survive, some, sadly didn't make it through and you only need to look at the high street to see how much businesses within this sector were truly hit.

The government came to the rescue with their 2022/2023 Retail/Hospitality and Leisure Business Rates Relief Scheme, which provided eligible, occupied, retail, hospitality, and leisure properties with a 50% relief, capped to a limit of £110,000 per business, but even then, some businesses could ride the storm.

One section in particular that was very badly hit by Covid-19 was the hotel industry and according to North East Hoteliers Association (NEHA) the industry is still very much in fight / flight mode.

NEHA claim that the hotel industry contributes £70 million on purchasing goods and services, with a hotel revenue in excess of £200 million and a total economic footprint of £616 million, so no drop in the ocean for the regions' economy.

By employing over 3,400 members of staff and influencing over 11,400 jobs within the region, it's clear that the North East needs the hospitality sector to survive, but what else can be done to support this industry in its hour of need?

North East Hotel Manager Anna Wadcock, Co-Chair at NEHA told us: "As hotel managers and the people actually working within the hospitality sectors, we have a lot of influence in the industry and the numbers to make changes. We'd like to see the government include more organisations like ours in the decision-making process, after all, it is us that it affects. By combining our lobbying, purchasing and social power, who better to be in position to affect real change."

Although it is clear that the government are trying to help ease the burden of the effects of Covid-19 and now the after effects, it's clear that more help is required.

According to The Staff Canteen, 64% of hospitality workers suffer from workplace stress and it is the 5th most stressful industry to work in (finance being the most stressful), so surely it's time to reevaluate the way the whole industry is operated, after all, should offering a service that everyone is supposed to enjoy receiving be a positive thing, not a negative one?

Anna concluded: "The pandemic was tough, but as businesses try and balance the books as a result of it, more help is needed and would be welcomed. Let's hope the Minister for Hospitality, Paul Scully, is hopefully reading this!" ●





SEEING STARS

Maldron Hotel has opened its doors in Newcastle city centre, and is promising to amaze its guests with a combination of award-winning service and top-of-the-range facilities

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The hotel has 265 bedrooms with rooms types to suit all travellers. All rooms are en-suite, with

beautiful rainfall showers and luxury toiletries, the beds are bespoke King Koil mattresses and make for a perfect night's sleep and all have amenities such as Hairdryer, Iron and Ironing board and a laptop sized safe. The TVs are all integrated with Chromecast for those cosy nights in and Wi-Fi is complimentary throughout the hotel. You can choose from double, double singles, twins, executive kings and even a family room complete with two double beds. ▶

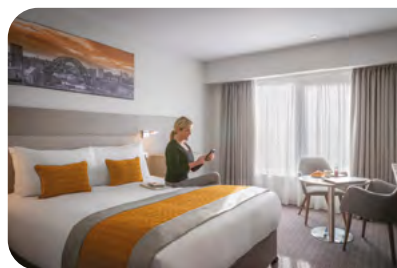


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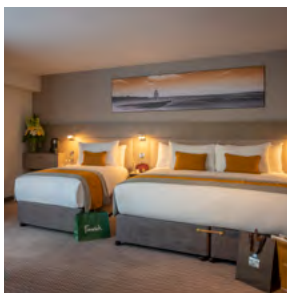


maldron  **HOTEL**
NEWCASTLE

On the ground floor you will find the beautiful and bright Grain & Grill restaurant and bar serving fresh cooked meals from breakfast to afternoon tea to a delicious three course dinner, the restaurant is not just for residents and operates as a restaurant for anyone wishing to dine. In the summer, guests can take advantage of the enclosed outdoor courtyard to have some al fresco cocktails or food with friends.

Maldron Hotel Newcastle also makes for easy meetings with 3 modern rooms, holding up to 80 guests, they all have built in 75 inch screens, natural daylight and WI-FI and unlimited Red Bean Roastery coffee from the breakout area.

The hotel really is the place to be whatever the occasion, excellent features combined with an award-winning welcoming team means whatever your reason for visiting; it's sure to be amazing. ●





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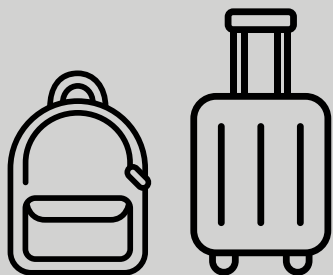


35%

will holiday at home due to
budget pressures

77%

of brits will of taken holidays
in the UK at some point in
2022.
(Up for 75%)



81%

of travelers want greater digital
customer service from hotel
brands



BUSINESSWORKS

BUSINESS GUIDE 2023

WHO'S WHO

*Your essential guide to the people
who are helping to shape our region's
economy*

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Reinventing our region, one business at a time

Only by shining a spotlight upon itself and adapting to ever-changing economic and environmental demands can an organisation ensure it continues to innovate and grow

Over the past 28 years, the North East BIC has helped over 4,000 people set up in business, creating over 10,000 jobs and helping thousands more scale sustainably.

Yet this would never have been possible had we not constantly reinvented ourselves, be it reinventing our brand to suit the 21st century, reinventing our business centres in Darlington and Sunderland, or reinventing our services to suit the needs of the region's businesses.

Post-pandemic, the rise of hybrid and flexible working saw us re-imagining how we support not only our staff, but also our customers, be it delivering services digitally and in communities or embracing the work-from-anywhere culture by enhancing our coworking offering.

The introduction of hybrid working has truly opened all of our eyes to life outside the 9-5 and the plethora of benefits it offers means businesses must now focus harder than ever before on their employees to attract and retain the best talent.

And we're seeing that now. The BIC is currently at 97% capacity, the highest in its recent history. We have a new hub in Darlington, in partnership with the local council, as businesses continue to seek flexible workspace allowing them to grow at a pace that works for them. So much for the death of the office, huh?

Our business support programmes are expanding too, with a heavier focus than ever placed on social enterprise and new initiatives to drive innovation. So too is our Flying Start startup support programme, ►

Innovation Central, the BIC's second centre in Darlington



*Paul McEldon OBE,
Chief Executive*



which is now being delivered in the beating heart of our communities to make it more accessible to those who are harder to reach.

All the while, we continue to reinvent ourselves to overcome the environmental challenges that we all face. Climate change is a real, existential threat and we know, as a landlord and a provider of business support, we have a key role to play in helping others reduce their carbon footprint.

This has meant continuing to invest in wellbeing and wellness by improving our green spaces, embracing and encouraging coworking and hybrid working and developing a Net Zero strategy which includes investing in EV charging points and Pollinator Parks®.

The cost of trading crisis also brings with it yet more economic headwinds. The cost of energy, labour and raw produce will add further strain to the region's businesses as we look to the future, so there is no better time than now to think about how you can reinvent your organisation.

Whether it's innovating to bring new products or services to market, investing in your staff to deliver the best possible work-life balance, or investing in your workspace to become more environmentally friendly, we'd love to hear from you.

Since our launch 28 years ago, we've taken great pride in our social enterprise status, which means 100% of our profits are reinvested back into our organisation, not shareholder dividends.

But helping organisations like yours to build better businesses can only be achieved with your support. Our workspaces, our business support programmes and our startup initiatives are all aimed at helping people like you succeed, so your continued engagement and feedback is invaluable to helping ensure we do continue to do just that.

Over the best part of almost three decades, it has been the collaborative nature of the North East's business community that has helped us become the region's largest provider of business support and flexible workspace. And it will be that collaboration and close-knit working that will help us create thousands of new businesses, tens of thousands more jobs and a lifetime of opportunities for the workforce of tomorrow.

While there's no hiding from the fact that there will be challenges along the way, if the innovative ideas we saw come to the fore during the pandemic



Donna Surtees, Centre Manager



Office space at the BIC

are anything to go by, then we have every faith that our region's entrepreneurs have the incredible ingenuity required to help us rebuild our economy, and we look forward to playing our part in helping our businesses unlock their potential as we prepare for the future.

So, once you've taken time out to ponder how best to reinvent yourself as you gear up for 2023, why not get in touch and tap into our free expert business support?

Whether it's advice on starting, growing or moving, our team are always on-hand to chat and talk through your options over a coffee and to help unlock your growth potential. ●

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ROLL OUT THE RED CARPET

Rather than calling itself a nursing home, (Northumberland's first registered nursing home, in fact), Wentworth Grange brands itself as a hotel that just happens to care for guests - and it does it rather well...

The manager and director of Wentworth Grange, Jeff Lee, says: "Branding a business, although challenging, is nowhere near as hard as actually being a type of business you want to be for your guests, families, and staff.

"It is extremely hard to be unique and move ahead of the times, while maintaining a great service and an establishment that guests want to live in rather than a place they have to live in. These are things we relentlessly pursue at Wentworth Grange."

After more than 41 years serving the community, there is nobody quite like Jeff. He is an expert in delivering first class residential and nursing care and he brings this to Wentworth Grange.

"Suited and booted maitre Ds and fine dining chefs are just two ways Wentworth Grange get inspiration from exclusive hotels and fine restaurants, as we strive to give our customers the very best life," Jeff adds.

Nestled in 4 acres of grounds in Riding Mill, Wentworth Grange took inspiration from its former home at Underwood Hall, an 150 year-old Victorian Era House, when the Lee family rebuilt the grange nearly 20 years ago.

41 years ago Underwood Hall was the original Wentworth Grange, which was thoughtfully transformed into a beautiful care home. The then Wentworth Grange was not just an upmarket care home, it was also home to the Lee family - Ronald and Phyllis and their two sons, Jeff and Julian.

Jeff's mother and father established Wentworth Grange when he was a teenager and he has fond memories in living in such wonderful surroundings with the residents.

"It was a privilege to live at Wentworth Grange and, although I didn't realise at the time, I was gaining a unique perspective on how to deliver an exemplary 5-star service with family ideals," Jeff continues. "I literally shared my home with our residents as well as the staff.

"To this day, although we have a new Wentworth Grange built to emulate the old Victorian house, I still very much share my family home with guests and staff.

Jeff continues: "Wentworth Grange isn't just a business to me; it is an extension of my family home.

"This plays a major role in why Wentworth Grange is so different from other care or nursing homes.

"Wentworth Grange is not just a place where our guests receive the best possible care and service; it is a home in the true sense of the word".

But Wentworth Grange is also a fusion of hotel service and restaurant quality food as it's Jeff's absolute passion to deliver the best possible service for his guests and families and friends, and the all-important staff.

The business now employs more than 60 people but Jeff continues to take a hands on approach, and prefers to lead from the front. ►



He takes real pride in having done every job in the business from housekeeping to gardener, cook to carer, nurse to director.

There is nothing he would ask any of his team to do that he hasn't done already himself.

Jeff continues: "I learnt from my dad how to work hard and apply determination and, from my mam, I learnt real passion for care and good practice.

"Those things gave me a good start and framework to build on."

Jeff is focused on continuing his parents' legacy to offer a care home with a difference.

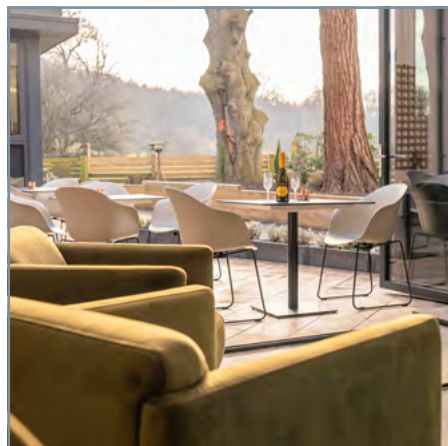
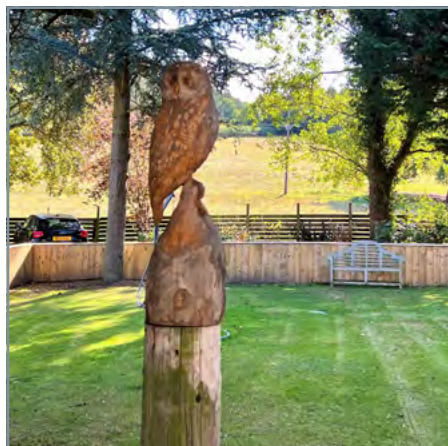
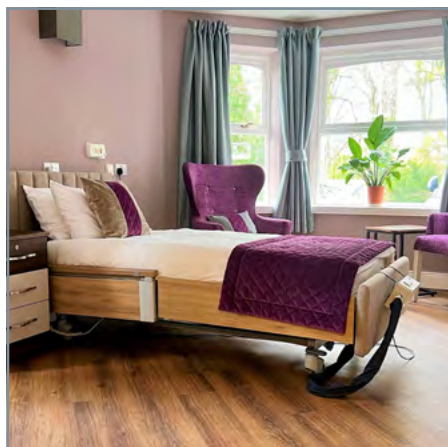
Phyllis retains a keen interest in the business and she and Jeff chat endlessly about what his mum and late dad, Ronald, achieved with Wentworth Grange.

To offer something different from the classical care home, you must think and do things differently, Jeff maintains

"It's all about avoiding institutionalisation, that's how we deliver our service - what we use to deliver the service, what we look like as a business, even the staff's dress code is important. A great deal of thought goes into every aspect."

Another attraction of Wentworth Grange is its Tuscan inspired restaurant, Talia bar and terrace that has quickly established a reputation for great food. Prepared by great chefs, it far surpasses the traditional idea of care home food.

Looking to the future and Jeff wants to see Wentworth Grange ranked in the top 5 care homes in



the country, and he has big plans for the coming months with great ambitions for future years.

"Running Wentworth Grange is a lot of hard work, which often runs into the early hours of the morning," says Jeff. "But being the best requires the best possible efforts. And it's not just me; I have an extraordinarily dedicated team who contribute to the success of Wentworth Grange.

"One of my management team or senior players can often be up all night because they are so focused on solving problems or thinking about improvements we can make.

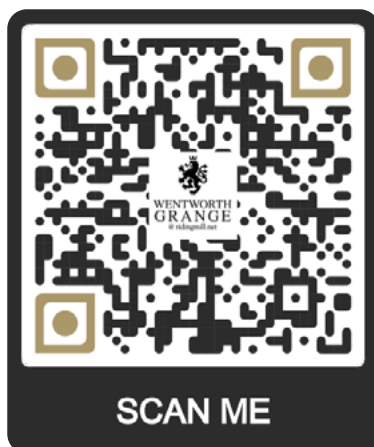
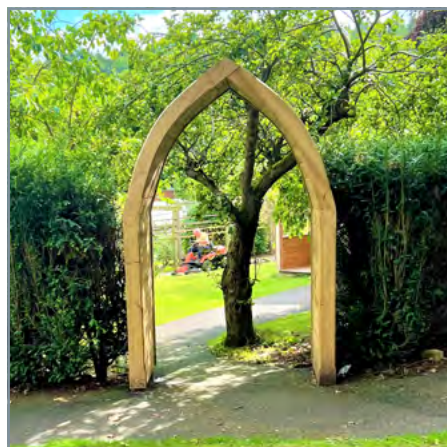
"It is heart-warming to see staff so invested in what they do."

Jeff concludes: "How could I not be proud of such a talented and caring team. They have fully embraced the culture of doing better and trying harder for our customers who, in time, become our friends. A guest statement really encapsulated the essence of Wentworth Grange, 'You have made me want to live again' it doesn't get better than that." ●



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2023**

**INNOVATION AND
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Innovative Networking, with Results, Responsibilities and Accountability

If the world around you operated in a way which meant that if I gave business to you, you'd be more inclined to want to give business to me, then surely that's a good thing, isn't it?

Anyone in business, especially when you first set up knows how hard it is and it can be a very lonely place. You have to wear so many different hats and the whole thing can be overwhelming at times. ►





Here lies the Body
of Mary, the wife of the Rev. Mr. A. M. F.
of this County, who departed this life

Being an entrepreneur isn't all it's cracked up to be, when you face difficult decisions, that are out of your area of expertise. Networking, face-to-face can seem like a great way to communicate what your business is, but again, this isn't for everyone.

If you're happy networking, then all is good, but sometimes in business you have to take yourself out of your comfort zone to survive, which is where BNI can help. BNI is a worldwide organisation with the sole aim of helping businesses and individuals grow. Members of BNI chapters in the UK and Ireland alone share over £520M of business between them.

That figure alone is not to be sneezed at, but when you factor in the training, exclusive member resources, the ability to showcase your business to other professionals in your company and exclusivity within your chapter in your category, then it sounds like a no-brainer.

Business is passed within each chapter and from other chapters throughout the world by a referral scheme. Each week, 50-weeks a year, you'll get an opportunity to tell your fellow chapter members about your business in a 60-second presentation and an opportunity to ask for specific people, companies that you require to help your business

grow. It's important to state here that you are not selling to the room itself, but who they may know. That said, much business is passed between individuals this way, as the need for their services may become personal to you.

A yearly membership fee applies, and a monthly payment for room hire / breakfast is also paid to the chapter. The meetings commence at 6.45am, which seems really early, but the idea is that it doesn't interrupt your working day, as it finishes at 8.30am.

Although BNI will not be for everyone, indeed some people have been known to call it a cult, there's no doubt that their intention is to help. It focuses on generating genuine opportunities to do business, helping each other out and learning new skills in order to grow your business. It's more than just networking, it's a community of like-minded people that are all facing similar challenges, so a helping hand really. ●



“

"If you're happy networking, then all is good, but sometimes in business you have to take yourself out of your comfort zone to survive."



INNOVATION AND ENTREPRENEURSHIP STATISTICS AND FACTS

700

The number of businesses
in the North East for every
10,000 residents in 2021
(the lowest rate in the
country)

154,000

The number of Small and
Medium-sized Enterprises in
the North East

390,000

The number of new businesses created across the UK in 2020

Source: researchbriefings.files.parliament.uk



BUSINESSWORKS

BUSINESS GUIDE 2023

IT AND COMMUNICATIONS

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Work Unusual

Returning to work in a post-COVID world, rapid and continuous change has become normality, with remote and flexible working transforming the way many workforces and businesses now operate

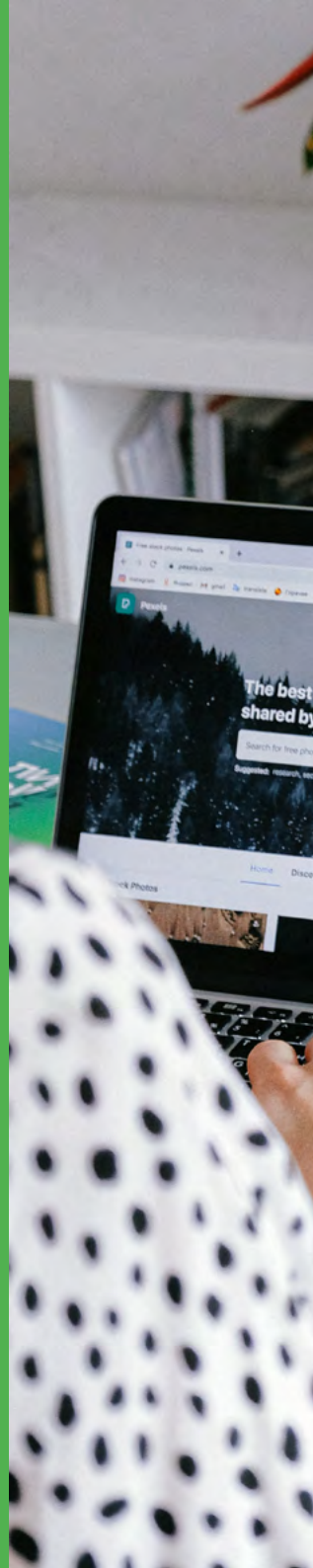
Pandemic restrictions in England have been lifted for some time, though millions of workers continue to work from home or have flexible working arrangements, such as three days in the office and two days at home.

Recent research by video conferencing software Zoom, and leading job site Indeed.com, found that some of the north's cities were amongst the UK's top 'Zoom hotspots', where companies are letting staff work from home most.

The figures analysed by Zoom compared the job postings on Indeed.com that offered candidates the flexibility to work remotely to reveal which areas had the greatest number of hybrid working or working from home vacancies.

Position	City	Growth in job postings offering remote work (Feb 2020 to Mar 2022)	% Of total local jobs market offering remote work (Mar 2022)
09	Manchester	291%	14.7%
10	Leeds	289%	15.8%
13	Middlesbrough	274%	7%
21	Newcastle	230.5%	11.5%
32	York	198%	9.2%
63	Sunderland	43.2%	5%

The data from between February 2020 and March 2022, shows these vacancies more than tripled and also grew at a faster pace than the local jobs market overall - indicating that the rise in remote roles over recent years has driven up opportunity in each area. ►





During the pandemic, adoption of video conferencing tools like Microsoft Teams and Zoom by SMEs was higher in the UK than in any other G7 country, and these figures show how greater availability of hybrid roles are expanding opportunities in areas outside of London and the Southeast.

Zoom's Head of UK & EMEA North, Phil Perry, said: "The UK has the potential to be a global leader in hybrid working, and Indeed's data shows how greater access to remote roles is already helping to drive growth in overall opportunities all across the country. This underlines the vital role hybrid technologies can play in levelling up the country and getting the conditions right now will help the UK reap long-term economic benefits."

However, traditional working practices and the workplace technologies that support them are barriers to effectiveness.

According to a report by the Wales Institute of Social and Economic Research and Data, 28.9% of people surveyed said that they got more done while working from home, while 30.2% said that their productivity had fallen.

Meanwhile, a survey by Microsoft carried out back in November and December 2020 found that 30 per cent of workers reported an increase in their hours whilst working from home. The same report found 60% felt less connected to teams and colleagues.

With mixed findings about productivity and collaboration, no wonder so many businesses are struggling to find their 'new normal', return to 'business as usual', or stay fully operational and deliver the highest levels of service no matter what.

Business Agility centres around three key digital approaches that can help overcome the primary challenges faced in becoming more agile, robust and efficient.



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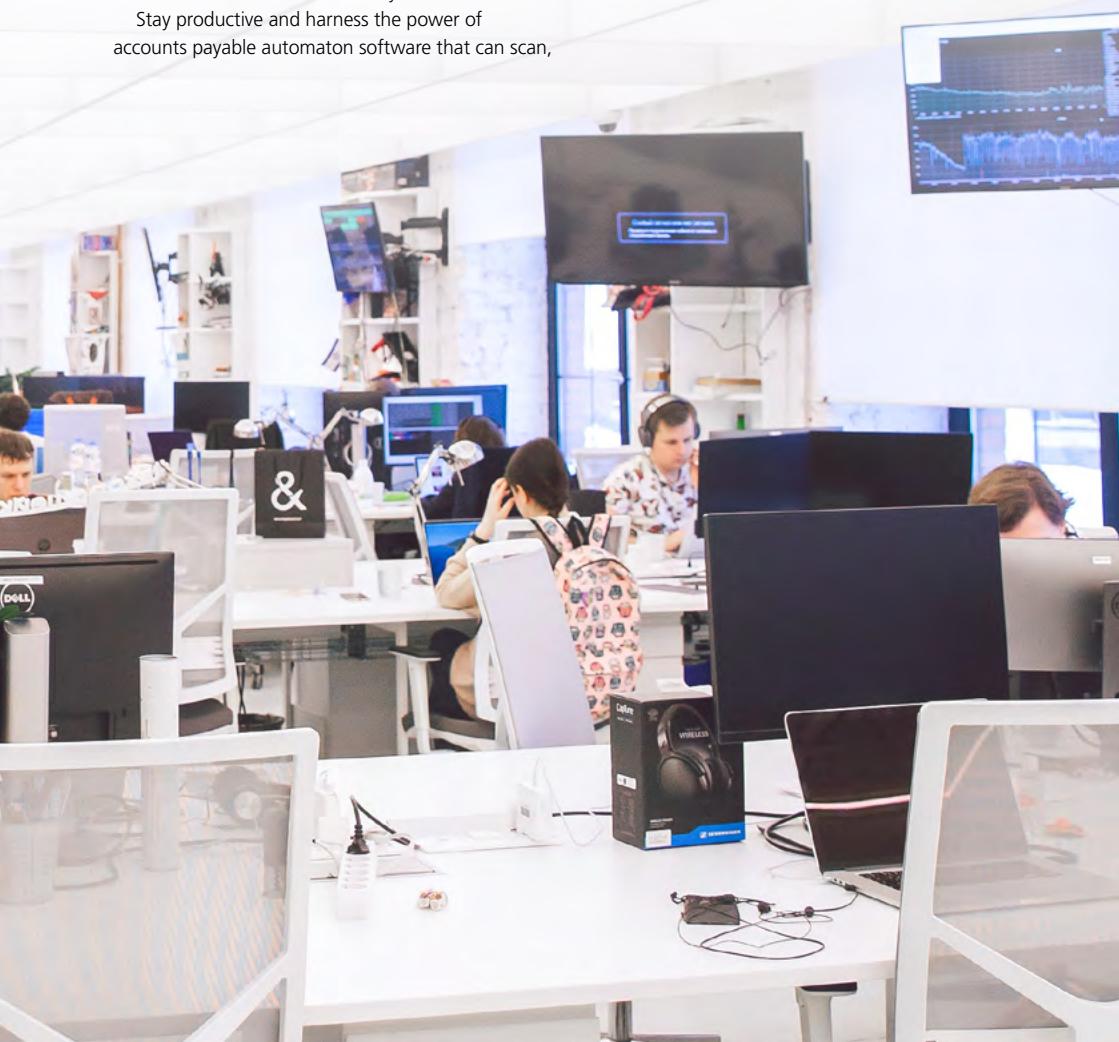
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IT AND COMMUNICATIONS STATISTICS AND FACTS

29,000

The North East Local Enterprise Partnership's target number of new IT and digital workers in the North East by 2026

Source: www.northeastlep.co.uk

76%

The percentage of all ICT job opportunities in the region based in Northumberland and Tyne & Wear, compared with 24% in Tees Valley and Durham

Source: assets.publishing.service.gov.uk

65,000

The number of digital employees estimated across the North East in 2019, weighted towards work in sectors not traditionally part of the IT sector, with demand for digital roles in IT and the public sector

21.6%

The proportion of all recent North East digital job adverts seeking software developers, which shows rising demand for innovation in the regional IT sector



BUSINESSWORKS

**BUSINESS
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2023**

LEGAL

LEGAL AID CUTS 'WILL BRING CHAOS TO CRIMINAL JUSTICE'

The Law Society is the independent professional body that works globally to support and represent solicitors, promoting the highest professional standards, the public interest and the rule of law

The Justice Secretary has completely rejected the advice of the Government's own independent review of the crisis in the criminal justice system by imposing a real-terms cut on legal aid rates for solicitors, according to the Law Society of England and Wales.

The review led by Lord Bellamy sought to solve the crisis in the financial viability of criminal legal aid work but the government's actions today will make it worse, the body warned.

The UK Government published its final response to the Independent Review of Criminal Legal Aid at the end of November.

"Dominic Raab has made the wrong decision in not implementing the immediate 15% criminal legal aid rate rise for solicitors. The independent review recommended this a year ago as a bare minimum to prevent the criminal defence sector from collapsing," said Law Society president Lubna Shuja.

"Instead, he is imposing a real-terms cut on fees that have been frozen since the 1990s.

"Numbers of duty solicitors and criminal legal aid firms continue to fall at an alarming rate – with several police station schemes on the verge of collapse. Access to justice – including the fundamental right to representation at the police





Legal Aid

station – is in serious peril and the government is ignoring the threat.

“Until the Government chooses to address the crisis in the criminal justice system, victims will continue to be let down, court delays will increase and talk of being tough on crime will be nothing but empty words.

“The Independent Review of Criminal Legal Aid was the last hope that the Ministry of Justice would take the crisis seriously and that there could be a viable future in criminal defence practice for our members. Instead Raab has thrown down a gauntlet to the profession.

“This reckless decision not only puts many of our members’ futures in jeopardy, it is likely to prove to

be a fatal blow to a criminal justice system that used to be the envy of the world.”

Law Society analysis suggests that the number of duty solicitors will decrease by another 19% by 2025 (687 fewer duty solicitors) and the number of firms doing criminal legal aid work will decrease by 16% (150 fewer firms), leaving many people without access to a lawyer when they desperately need one.

“Our warning to those entering the profession, and considering a career in criminal defence practice, is that given the current situation with criminal legal aid, it is highly unlikely that you will be able to generate a reasonable professional income from this work,” added Ms Shuja. ►



“Numbers of duty solicitors and criminal legal aid firms continue to fall at an alarming rate – with several police station schemes on the verge of collapse.”

"Solicitors are under a professional obligation to make sure they manage risks to the financial stability and business viability of their practices.

"It will be for each firm to make its own assessment as to its own individual circumstances. For many firms, continuing with a criminal defence practice in the absence of the basic funding Bellamy identified as essential for sustainability may be incompatible with their professional obligations."

"Having seen that direct action gets results, the response from some of our members may be to

resort to disruptive tactics," said Ms Shuja.

"But far more worrying than any disruption caused by short-term action is the continued loss of criminal defence solicitors which is already leaving parts of the criminal justice system wholly unable to cope with the demands on it. This will get even worse across more areas of England and Wales. It will be far more costly to fix if we get that far.

"We are still exploring options for saving the system, including a legal challenge of the decision." ●

“*Solicitors are under a professional obligation to make sure they manage risks to the financial stability and business viability of their practices.***”**



PLATINUM REWARD FOR PUTTING PEOPLE FIRST



Leading independent law firm for businesses, Muckle LLP has started 2023 on a high, after being awarded Platinum status by the internationally recognised accreditation scheme Investors in People. The award, which recognises those performing at the very highest levels of people management practice, places the firm 2nd in the world rankings of legal activities sector employers.

Muckle's managing partner Jason Wainwright credits this commitment to its people's well-being with the firm's success in other areas – such as client satisfaction and profitability: "Our people are our greatest asset, without them and their continued commitment, we wouldn't be able to provide the best possible legal services to our clients. It's so important that we continue to invest in the development and well-being of our staff to allow us to grow and develop.

"As a team, we focus on our core values of trust, teamwork, responsibility, and care. That approach allows us to create a people-focused environment where we all feel engaged and valued, delivering a high-quality experience to our customers."

Investors In People also highlighted Muckle's commitment to diversity and the local community through its ESG strategy as a "key feature of the business" that provided "an authentic, ethical purpose that further connected people to Muckle and its leadership."

Muckle donates 1% of its annual profits to its Community Fund, which, in its 20th year, has awarded over £610,000 in grants to nearly 700 charities and organisations across the region. The firm also gives its people two days of annual volunteering leave and provides over £140,000 worth of free legal advice to charities and community organisations annually. ●

muckle ^{LLP}

For more information about Muckle LLP's people-first approach and how they can help your business, visit muckle-llp.com or call 0191 211 7777



Legal Aid

LEGAL STATISTICS AND FACTS

155,527

The number of practising solicitors in England and Wales, according to the Solicitors' Regulation Authority

Source: www.sra.org.uk

279

Staff employed by the Crown Prosecution Service in the North East, based in Newcastle and Middlesbrough

Source: www.cps.gov.uk/north-east



98, 20 and 29

The number of law firms in Newcastle, Durham City and Middlesbrough respectively, according to solicitor.info

Source: www.solicitor.info



BUSINESSWORKS

**BUSINESS
GUIDE
2023**

**LOGISTICS
AND TRANSPORT**

NORTH'S FREIGHT SECTOR 'COULD BE THAN £30BN'

A Freight and Logistics Strategy for the North of England – showcasing the importance of sector as a facilitator for economic growth and decarbonisation – was launched in December by Transport for the North (TfN)



Analysis shows that by 2050 the sector could be worth more than £30bn to the North's economy and employ more than half a million people. To see growth in the sector, investment is required to address three main areas of constraint across the road, rail and inland waterway networks: network capacity and capability, terminal availability and decarbonisation.

It is the first pan-Northern Freight and Logistics Strategy of this type and complements TfN's Strategic Transport Plan in developing

a multimodal freight strategy for the North of England that meets the current and future requirements of the region and the UK economy.

The three key areas of activity underpinning the strategy are:

- The importance of accelerating delivery of the TfN Investment Programme interventions to support the North's economy.
- The need to accelerate measures that support the move to zero-carbon.

AND LOGISTICS WORTH MORE

Photo credit: Paul Harrop



- Strategic policy positions that can be used by partners to deliver the strategy effectively. The freight and logistics sector remains vital for the North as identified through the Northern Powerhouse Independent Economic Review (NPIER). This means it has a huge role to play in closing the 25% productivity gap between the North and South of England. The sector represents a huge opportunity for the North and a key issue for the UK given that more than 33% of goods enter through the Northern ports, 25%

of GB freight starts in the North, and the same proportion of journeys end in the North.

The strategy also looks at the importance of a multimodal freight network covering road, rail, ports and inland waterways in the North and identifies challenges such as a shortage of warehouse capacity (especially rail connected warehousing), lack of reliable and efficient east-west connectivity across the Pennines, and a disproportionate reliance on ports in the South of England. ►

Martin Tugwell, chief executive at Transport for the North, said: “The freight and logistics sector is vital in helping us all get the things we need to go about our daily lives, as we were reminded during the lockdowns. Our Freight and Logistics Strategy, which covers road, rail and waterway freight, reveals the data that drives the sector and identifies the opportunities for decarbonising the sector. It is an important piece of work not just for those who work in the sector, but for the general public and business community.

“The need to decarbonise our transport system also creates the opportunity to harness the potential of the North’s cutting-edge technology to deliver a transport system that is not only fit for the future, but which is sustainable in the longer-term. The drive to reduce the carbon impacts of freight and logistics runs through this strategy and works hand in glove with TfN’s Transport Decarbonisation Strategy.

“We have a clear vision and want to see continued growth in the sector that will help unlock the economic potential of the North. Our approach puts the needs of the user at the

heart of our work for only in this way will our solutions deliver real results for businesses and communities.”

Lucy Hudson, principal policy officer freight and logistics at Transport for the North, said: “Freight is no longer the Cinderella of transport. We have made our big entrance to the ball. This comprehensive strategy sets out a suite of freight and logistics objectives for the North of England, a detailed description of the network and pinch points, additional TfN activity on decarbonisation, strategic rail, freight analysis and TfN’s future travel scenarios and how these activities relate and contribute to TfN’s freight and logistics activity.

“Through the recommendations agreed by the TfN Board, we have a clear steer on how to make progress and I look forward to working with partners, the Department for Transport, the railways and businesses across the sector.”

Louise Gittins, vice-chairman of Transport for the North, said: “The Freight and Logistics Strategy sets out clear objectives to accelerate investment that would best support the strengthening of the North’s economy. Crucially, it also seeks to set





out how Transport for the North can support the freight and logistics sector to decarbonise.

Freight by road accounts for 90 percent of all tonnage moved in the North.

"The strategy considers freight requirements across road, rail, port and inland waterways in the

Transport for the North region. We will work with partners, government, delivery bodies and the industry to reduce journey delays and support less polluting and more energy-efficient movement of goods. We'll support the change from moving goods by road to rail and water." ●





LOGISTICS AND TRANSPORT STATISTICS AND FACTS

22,000

The number of jobs at
Teesport, which contributes
£1.4billion to the UK
economy each year and
handles 26 visiting vessels
every week

Source: www.pdports.co.uk

The UK's road haulage and
logistics sector generates
£124 billion GVA for the
economy, employing
2.54million people and
moving 90% of all land-
transported goods

Source: www.rha.uk.net

66,000

The number of standard '20-foot-equivalent' freight shipping
containers the Port of Tyne handles every year, contributing to
its annual throughput of 4.4million tonnes of cargo

Source: en.wikipedia.org/wiki/Port_of_Tyne



BUSINESSWORKS

BUSINESS GUIDE 2023

MARKETING AND PR

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Marriott Communications



A NEW DIRECTION

People power and the growth of conscious marketing

Modern consumers are more politically, environmentally, and socially conscious than ever - a trend which is slowly becoming evident in the way that businesses or brands have begun to market their services or products. Gone are the days of fad marketing campaigns, and instead, consumers want to support a business or brand that they trust to have similar ethics, values, and socially conscious responsibilities.

According to industry great, Mintel, over the next one-to-five years, marketers can expect consumer behaviour to shift and evolve in response to the following five global consumer trends:

- Consumers will be eager to re-focus on themselves and brands can help them take centre stage.
- Brands have to make room for a new 'c' in their c-suite as consumers are investing, co-creating and voting for change alongside brands.
- Consumers will try to cut through the noise and connect with what matters to them.
- Buying locally will be a way consumers can protect themselves financially, environmentally and psychologically, and feel that they are giving back.
- Factors like flexibility, durability and sustainability will play increasingly important roles in consumers' value equation.

This shift in consumer behaviour represents a shift in the current landscape of the Marketing and Public Relations sector, from what can be considered an emphasis placed upon experiential and influencer-led marketing, is now a focus on highly-personalised marketing led by socially aware and ethical brand and organisational values.

For marketers nationally, and even internationally, this shift represents an opportunity to not only be the bridge between a business and their target audience or consumer, but to also be an integral component in elevating social, political, and ethical consciousness.

Harris Poll research commissioned by Google Cloud revealed that 82% of shoppers want a consumer brand's values to align with their own, and they'll vote with their wallet if they don't feel a match, and 39% of shoppers said they'd permanently boycott their favourite brand, whilst 24% would break ties at least temporarily.

WHAT HAPPENS NEXT FOR THE MARKETING AND PUBLIC RELATIONS SECTOR?

Where more consumers and audiences are becoming more socially, ethically, and politically aware in how they spend their money, and from whom they are acquiring products and services from; a greater focus will be placed upon implementing conscious marketing into a businesses marketing strategy and sales function in order to demonstrate to the consumer that their buying decisions will have the greatest positive impact on their lives, the lives around them, and for the world that they live in.

Whether this marketing style is a trend in itself due to popularity, or whether it will become the next evolution of marketing remains to be seen. What is a certainty however, is that the power of consumer spending will dictate to all and be governed by none. ●

“

“Gone are the days of fad marketing campaigns, and instead, consumers want to support a business or brand that they trust to have similar ethics, values, and socially conscious responsibilities.”



CHALLENGING THE STATUS QUO

The Rise and Growth of Marriott Communications

Marriott Communications was founded with a creative spirit and a tenacious objective: to offer communications services to organisations and businesses alike based upon the principles of impactful storytelling, all the whilst disrupting the creative status quo of the marketing industry.

Over the last 2 years, Marriott Communications has soared to incredible heights. Alongside winning Integrative Communications Agency of the Year in the 2022 Northern Enterprise Awards, we have seen some exceptional client successes. We have trailblazed campaigns that have reached over 16 million people nationally and internationally, secured global press coverage, managed people, brands and their development, facilitated digital and financial growth, advocated for the underserved, supported the underfunded - and achieved the unexpected.

Our growth throughout the UK and Europe can be attributed to not only the friendly and approachable service we employ, but also to the unique business model that we have developed.

Whilst Marriott Communications is not a social enterprise; community, service, and social responsibility is at the heart of what we do. Upon creation, we noticed a shift in the marketing landscape - from what was once an industry laden with influencer-led campaigns and the desire for brands to go digitally 'viral,' has become an industry gearing towards conscious marketing and the importance of aligning the values of a business and organisation to those of its target market.

As a team we developed a business model that allowed for high-growth and the ability to scale quickly, however, we also developed a socially responsible core through which we have been able to offer pro-bono consultancy

“

“Our growth throughout the UK and Europe can be attributed to not only the friendly and approachable service we employ, but also to the unique business model that we have developed.”





services across the UK which have supported several charities, third sector organisations, and socio-political causes. From developing crisis communication protocols to organising large-scale press engagement, political lobbying to social media management; our extensive communications services have provided invaluable support to sections of society who would otherwise have been overlooked.

For 2023 we have sizable dreams and even bigger ambitions. The new year marked the

development and launch of our brand-new service: Social Impact Storytelling. Social Impact Storytelling is the process of using creative and communications services to raise awareness of issues in local communities and around the world. Subsequently, bringing its mission to life and providing a glimpse into the lives of individuals or communities for the general public, who otherwise would unlikely have been able to connect with them on such an intrinsic level. ►





Social Impact Storytelling is much more than persuasion, it is about emotively connecting a business, cause, or organisation to their target market, and using this established connection to galvanise action and movement for a specific result, usually in financial favour of a business, and a social change for an organisation. This storytelling will enable us to influence, lobby, and create tangible change, all whilst achieving exceptional marketing objectives and goals.

The development of this new service is further supported by the implementation of our Communications Packages. As a team we believe that high-quality marketing support should be accessible to everyone, which is why we designed 3 distinct communications packages to fit all budgets and requirements; particularly for those businesses feeling the pinch due to inflation and rising business costs. As the year progresses, we expect to further expand upon this marketing stream, and as a team we hope that all businesses big and small are able to take advantage of this marketing support

Marriott Communications' tagline is "Every brand has a story, make yours matter," and we know that every brand, business, and organisation has a story which is personal to them, and in each of their own ways, are vitally important. What we do here at Marriott Communications is to build a bridge between what we consider to be the essence or story of a brand or business and connect this emotively and empathetically to their target audience. More often than not consumers buy from a brand that either they believe in, or what aligns with their own particular beliefs. It is our job as an agency to ensure businesses and organisations are able to convey who they are, what they do, and their value to consumers.

Through this impactful storytelling, we not only ensure that marketing can evolve past the point of conveying the obvious, but that also enables our team to challenge the status quo and drive the marketing sector in a different, less travelled direction. ●





MARKETING AND PR STATISTICS AND FACTS

59%

of PR professionals believe
that technology will be
key in driving industry
transformation

Source: www.meltwater.com

85%

of PR specialists say the
morning is the best time to
send a pitch, and

64%

of journalists agree

Almost 30%

of the consumers surveyed in the UK by Capterra state that
they have used social media platforms to make a purchase,
with Facebook being the most popular platform (70%),
followed by Instagram with 44%



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RECRUITMENT

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Why Use a Recruitment Agency?

Employment rates in the North East are higher than ever before which is good news for the economy, business confidence and long-term growth

For employers looking for new staff however, this makes it more difficult to get the best person for a vacancy. A reputable recruitment agency can be the most efficient way to help place a new employee.

There are so many benefits why a business should consider using a recruitment agency:

- It's a fact that a third of jobseekers will change their job within 12 months. Using a recruitment agency can minimise the risk of appointing the wrong person for the job.
- The adage is so true that "time is money." Employers can spend weeks or months finding a suitable candidate and that is usually after investing in expensive advertising. Using a recruitment agency will speed up the process due

to their knowledge of the market and access to a bank of candidates already looking for work.

- Let the agency take away the pain. As an employer you will only get to see candidates that fit your criteria and will match or exceed your expectations. Agencies have access to a large pool of referenced, qualified and suitable candidates who have already been interviewed.
- No risk. Many agencies only get paid once they successfully place a candidate.
- Many agencies specialise in industry sectors so that they gain in-depth knowledge of the market place and ultimately will know by instinct who will fit in with their client's needs. They will also know about salary rates, trends in the sector and have a general feel for the businesses involved.



"The process shouldn't just be about recruiting people, it's about providing the talent needed to allow a business to thrive."

- They know who is out there. Not everyone is looking for a new position at the time an employer needs them. Agencies tend to have their eye on people who may be interested in future roles and can access them and encourage them to apply for what could turn out to be their dream job.
- Recruitment agencies recruit people every day of the week – it's what they do. They have the skills to write job advertisements in a way that will appeal to the candidate and encourage a lot of people to apply.
- In today's world of litigation and law, it is vital that employers keep up to date with recruitment law. Using a recruitment agency will help to avoid costly and potentially reputation damaging mistakes. It's important to know about diversity in the workplace, wage structures, unfair dismissals, and maternity leave.
- A recruitment agency can help your business grow. The process shouldn't just be about recruiting people, it's about providing the talent needed to allow a business to thrive.

So now you know the advantages, how do you select an agency to use?

Like many things, research via the internet or listen to what friends or colleagues are telling you. Word of mouth recommendation goes a long way and will help you to narrow down your search. It's important that you clearly explain what your hiring needs are so that the agency can best meet your expectations.

Some key questions to ask are:

- What experience do you have?
- What budget will I need to use you?
- Do you specialise in my field of work?
- Can I see some customer testimonials?

It may be wise to interview several agencies and decide based on what you have experienced.

Remember people buy from people so it's important to build up a good working relationship right from the start. ●





PEOPLE COME FIRST FOR LAURA

A Wearside recruitment agency is celebrating its second year in business by expanding its office space and taking on more staff ►

pie
ent Ltd



Gillespie Recruitment Ltd based in Sunderland's North East Business and Innovation Centre is run by Laura Gillespie, a self-confessed, "people person," a trait that has helped her grow the business exponentially thanks to her wealth of experience working with people in a variety of roles for more than 40 years.

Starting as a civil servant near her home in Washington, she quickly learned that her forte was building relationships with people and realised that being desk bound doing routine paperwork wasn't for her.

She then spent the next 27 years working in the vibrant media and advertising world where she created meaningful relationships with clients and trade partners.

Having worked through covid from home, Laura decided that if she was ever going to start her own business now was the time to do it.

"I remember thinking that I'd spent my whole career working for someone else and decided to start my own business with the backup that if it didn't work, I'd find another job," she said.

But it did work and now the agency has seven staff, a larger office and more than 100 regular clients based as far away as Northampton and London.

"One of the main parts of my job is to ensure I get the right person for a vacancy. We have very powerful databases and computer systems that help us match candidates, but you can't beat the human interaction and instinct. I'll always make sure I've spoken with every candidate as you can't always learn everything from a CV. At the end of the day, my recommendation could mean the start of a new career for someone and just as importantly the recruitment of a key member of the team for my client," said Laura.

"I look back at my time in the civil service where I just wasn't suited to the job and use that as my benchmark for client success. I know what it's like to be in a role that isn't suitable, and I don't want any of my candidates or clients to be in that position. Taking the time to get to know each and every one is vitally important and that is the key to our success," said Laura. ●

Gillespie Recruitment Ltd
Unit 72T, North East Business and Innovation
Centre, Wearfield, Enterprise Park East,
Sunderland SR5 2TA
enquiries@gillespierecruitment.co.uk
0191 5166146







RECRUITMENT STATISTICS AND FACTS

70.2%

The overall employment
rate for North East
England, compared with a
UK rate of 75.5%

Source: www.ons.gov.uk

1,288,000

The number of vacancies in
the UK at March 2022

Source: www.ons.gov.uk

6-8 seconds

The average time hiring
managers and recruiters
spend looking at a CV,
according to
StandoutCV.com

Source: standout-cv.com

£546.80

The average weekly gross
earnings for a full-time
worker in the North East
region, according to the
Office for National Statistics
(ONS)

www.nomisweb.co.uk



BUSINESSWORKS

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SPORTS

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THE POWER OF SPORT IS DIFFICULT TO QUANTIFY

It binds communities, provides a universal language spanning every country in the world and creates moments of unexplainable drama, joy and despair

Sport will leave an indelible mark on all of our lives – whether we like it or not!

Millions play it and millions watch it, from golf to snooker, football to rugby, cricket to tennis, swimming to water polo.

The question of what is the world's most popular sport is an age-old debate, and we will each have our own opinions on which is the best.



But it's also a question with a definitive answer in the sense that football – or soccer, if you prefer – is supported by the most amount of people, with 3.5 billion estimated to watch across the globe.

The explosion in the popularity of football on TV, as well as access to technology throughout the world, means it has never been easier to watch a game, whether you're in Newcastle, Los Angeles, Buenos Aires, Nairobi, New Delhi or Sydney.

From the top of the ladder to the bottom, where dreams are being hatched and the sport is in its purest form, it remains as popular as ever.

The first modern set of rules for the game were made in England in 1863, which is also the country with the most clubs, with over 40,000.

The world's first club was Sheffield FC, the oldest professional club is Notts County, and England is also the home of the oldest national governing body (The Football Association), the oldest national knockout competition (The FA Cup), and the oldest national league (The English Football League).

The England national team is one of just eight men's teams to win the FIFA World Cup, on home soil in 1966, and five English teams have won the European Cup.

The English Premier League is the world's most lucrative and popular league, but the sport is thriving not just at the top, but much lower down what is a rich pyramid, too.



In today's issue, we feature South Shields FC, a club in the seventh tier which averages incredible attendances of more than 2,000, and is a classic example of a club at the heart of its community.

Like so many clubs across the land, South Shields has a focus not just on its men's first-team, but also a charitable Foundation which makes an incredible contribution to its community, Academy teams providing opportunities for talented youngsters, and a women's team making its own significant mark in national competitions.

The women's game is undergoing a real growth, in England and beyond, and the national women's team – nicknamed the Lionesses – inspired generations by winning the European Championship in 2022, as the home nation.

Women and girls across the world are being motivated to take up the sport and are striving to achieve their dreams. They have been shown what is possible.

Whether you are male or female, there has never been a better time to get involved with or love the beautiful game.

The future's bright, the future's football. ●

South Shields Football Club is on the up - on and off the pitch

With a fully-professional men's first-team, a rapidly-emerging women's team, talented Academy sides and a charitable Foundation, the club is future-proofed for success on the pitch





This is a club about far more than football, and the Mariners are firmly establishing themselves as a key part of the North East community, with modern facilities suitable for any business or social functions.

The HLA Mariners Business Club, meanwhile, is hosted by South Shields FC and provides the business community with a forum from which to network, develop contacts and do business together.

The club's newly-installed executive boxes deliver a matchday experience to rival any others in non-league football, adding to the hospitality offerings already provided, which are popular among club sponsors and other businesses alike.

South Shields FC is also committed to climate change action, and recently installed £130,000 of solar panel capability on the roof of its modern new stand at 1st Cloud Arena.

On the pitch, meanwhile, the club has achieved three promotions in the last seven years and has twice reached the prestigious first round of the FA Cup, most recently in November 2022, when the Mariners were featured live on BBC One against Forest Green Rovers. ►

NON-MATCHDAY FACILITIES

Key to the club's ongoing progress is the support of the business community and the wider public as a whole.

Led by the vision of chairman Geoff Thompson, South Shields FC has invested significantly in its facilities over the last seven-and-a-half years to provide a focal point the community can be proud of.

Spacious, modern and adaptable function facilities have proved hugely popular for business and social functions, which provide moments to savour for those who use the spaces, and help the club's drive for a thriving and sustainable future.

An eye-catching 900-seat stand - which includes 15 corporate executive boxes, an ultra-modern bar space and a boardroom - was the latest addition to SSFC's 1st Cloud Arena home in 2022.

Enquiries related to the club's facilities and experiences, both on matchdays and non-matchdays, can be made by sending an email to info@southshieldsfc.co.uk or calling 0191 454 7800.



SSFC FOUNDATION

An equal opportunities employer, SSFC and its charitable Foundation seek to recruit locally and follow the principles of equal pay for equal value work.

The Foundation delivers around £2million of social impact per year and has 90 volunteers which work with hundreds of schoolchildren each week.

As part of this, the Foundation leads a bespoke delivery programme in schools across the borough of South Tyneside, and also runs dozens of grassroots football teams to enable children to enjoy the beautiful game.

BUSINESS CLUB

The HLA Mariners Business Club was launched in the autumn of 2022 and brings together companies from a wide range of industries, leading to collaborative thinking and ways of working.

The business club is scheduled to meet a minimum of six times per year, and any business can attend initially as a guest.

Membership starts at £535, which not only provides the benefits of the business club, but also includes a crowd-facing advertising board at 1st Cloud Arena.

Enquiries about joining can be made by sending an email to info@southshieldsfc.co.uk





SPORTS STATISTICS AND FACTS

Rugby union, golf, football and tennis are among the most popular sports of the general population in the UK. Two million people in England alone play football at least twice a month

Approximately
40.7%
of male adults and roughly
31.7%
of female adults participate
in sports on a weekly basis



The UK Sports Industry is
worth
£23.8 billion
and holds nearly 1 million
jobs

Sport and physical activity
contributes
£39 billion
to the UK's economy and
a significant portion of this
comes from grassroots sport:
the millions of people who
buy trainers, bikes, gym
memberships or pay match
fees



BUSINESSWORKS

**BUSINESS
GUIDE
2023**

**TRANSFORMATIONAL
PROJECTS**

TIME FOR A CHANGE AT TYNE TUNNEL 2?

A big part of the North East's infrastructure is the Tyne Tunnels, and it has been an integral piece of the regions' road network since it opened the first one in 1967. The reason it was built in the first place was to form a much-needed connection between the north and the south and to create regional growth through the A19.

Initially it carried just 4,000 vehicles per day, but by the 1980's that figure had grown to 23,000 and was almost reaching capacity. The second tunnel was then commissioned to cope with the growing number of vehicles and to once again, allow the traffic to flow freely. In November 2021, to cope with the increased demand and match up to more modern tolling systems in the UK, the Tyne Tunnels moved to an open road tolling system – The Tyne Pass Project.

Fast-forward to today and the tunnels, on a typical weekday will see around 60,000 vehicles go through them.

So, just over one year on, has Tyne Pass made a difference? With the flow of traffic faster and more efficient, there has been a 19.6% increase in traffic, vehicle emissions created by stop-starting vehicles at the toll booths have been reduced by 90% and the journey times are on average 43 seconds faster northbound and 45 seconds faster southbound, we'd say it has! In a 12-month review of all the statistics

collected since the toll booths were removed in November 2021, it shows a positive overall picture of the tunnels' performance and that drivers are getting through the tunnels faster than they were before.

Under the new system, cameras automatically register journeys and payment needs to be made before midnight the following day. The tunnels have seen nearly 17.5 million journeys made in the last 12 months and over 97.6% of drivers are now paying their toll on time. October 2022 is now the busiest month on record in the tunnel's 55-year history.

Philip Smith, Chief Executive of TT2, said: "I am incredibly proud of how far we have come in the year since we introduced such a significant, historic change at the tunnels. Our main objectives of delivering faster, smoother journeys, reduced emissions and better local air quality have been met and we continue to listen to customers and analyse data and feedback to make sure we continuously improve our processes and the customer experience."

The Tyne Pass Project came into force in 2021 and in preparation took on a further 80 members of staff. They are now investing in a full EV operations fleet, replacing diesel, so this is one transformational project that seems to have been a great success. ●





TRANSFORMATIONAL PROJECTS STATISTICS AND FACTS

£100 million

The price of the East Pilgrim Street redevelopment scheme, to create new offices, car parking, hotels and accommodation in the centre of Newcastle

£469 million

The investment in widening the Tees viaduct, to ease congestion from the 106,000 vehicles driving north and south on the A19 each day

Source: teesvalley-ca.gov.uk

£290 million

The investment in the NewcastleGateshead Quays regeneration scheme, which is expected to create around 2,000 new jobs and provide a £60m annual boost to the local economy

Source: www.northeastlep.co.uk

One million

The number of man-hours (over 60% of them using local workers) it has taken to build the £130million A19 flyover at Testo's roundabout, providing a major boost to the region's transport infrastructure

Source: nationalhighways.co.uk

www.bw-magazine.co.uk

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Zeera is a luxury Indian restaurant that presents an unmatched dining experience. Located on Ocean Road in South Shields, Zeera provides its customers with the utmost level of quality they can give consistently. Their menu includes a vast array of Indian cuisine, and even offers an inclusive vegan menu.



Zeera is owned by the Choudhury brothers, Abadur, Shahanoor and Kohinoor, whose mission to be the best has led them to have immense notoriety in the North East region.

This family bond has benefitted their business greatly as their strong, elevated communication allows their restaurant to make big improvements quickly.



Since opening in 2007, Zeera has received an overload of positive reviews. The restaurant is proud to have been named as 'Indian Restaurant of the year' 21/22 by The Prestige Awards and 'Best Team' by The English Curry Awards 2021.

Hedley McEwan

hedleymcewan.co.uk



Hedley McEwan pride ourselves on being able to react with exceptional speed, agility and creativity to all our clients needs. Whether marketing strategy, advertising, branding, digital or social.

If you'd like to know more contact

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WENTWORTH GRANGE & HAMPTON HOUSE

INSPIRING



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