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Welcome

Welcome to The Business Culture Hull's quarterly publication. This first issue, as with those to follow, has been written by business for business and together with our website, is a celebration of everything that's good about being in business in Hull.

Everything that's happening and everything you need to know about will be here.

The Business Culture Hull is itself a great success story for Hull, quickly becoming the 'go to' networking group for businesses of all sizes, sectors and stages of development. The ethos of connecting to support one another has certainly been welcomed as a healthy and productive way of doing business together. I'm really proud to be able to play my part, connecting businesses through events, meet-ups, and now with this publication – all dedicated to Hull's continuing business renaissance.

If you'd like to know more about how The Business Culture Hull can help you become part of this movement, please

get in touch with me at
tony@tbchull.co.uk

It's a publication for our members and your chance to be a part of something amazing, so be proud, share your stories and let's connect.

Thank you!



It's great to be talking about Hull's thriving business community. Everything we need to grow more business is right here; the people, a spirit of free enterprise and the desire.

Our mission is to support and connect business collectively. To learn more about how we can make this happen, please contact me at tony@tbchull.co.uk.

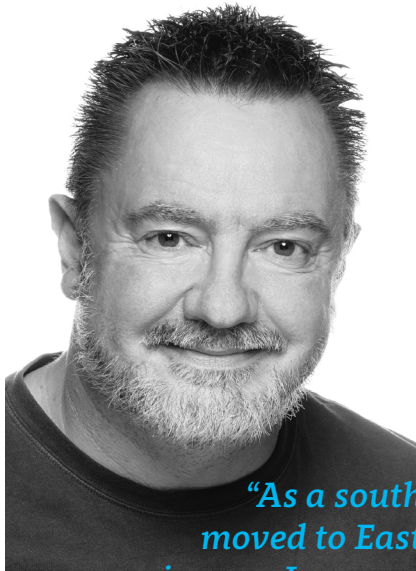
Your stories are already written into Hull's business success and there's enough of that for many more issues to come!

Tony Bowler

TONY BOWLER

Founder and Business Connector

View from the bridge



“As a southerner who moved to East Yorkshire in 2002, I was and continue to be amazed at what an incredible city Hull is...”

Welcome to the first Business Culture Hull quarterly publication, we have some great members editorials enabling you to find out more about what they do and how they can help your business. We also have great cultural articles featuring Hull rapper Chiedu Oraka and musicians, writers and actors collective, The History Troupe.

As a southerner who moved to East Yorkshire in 2002, I was and continue to be amazed at what an incredible city Hull is, last year’s city of culture celebrations showed how proud the people of Hull are, and rightly so! And we should be equally proud of our business community, which boasts some of the most genuine business people who recognize the need to work together and help each other. There are plenty of UK cities that could learn important lessons from our business community.

Since joining The Business Culture Hull I can honestly say that I have formed some great

working relationships and count several members not only as colleagues but also as friends.

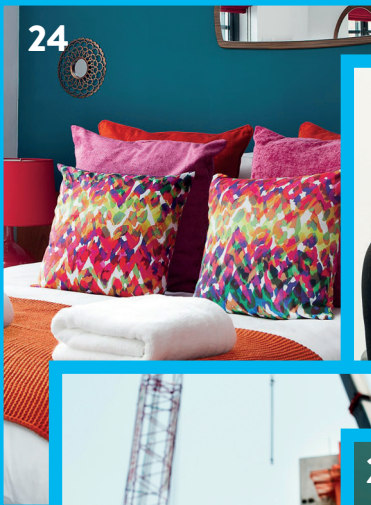
If you’re not already a member of The Business Culture Hull, please feel free to email either Tony or myself for details of how to join. If you are already a member, this is your publication so please don’t hesitate to email me at the address below if you have any questions or suggestions on what you would like to see in future editions.

Mark Titcombe

MARK TITCOMBE

Yorkshire Media – In partnership with The Business Culture Hull

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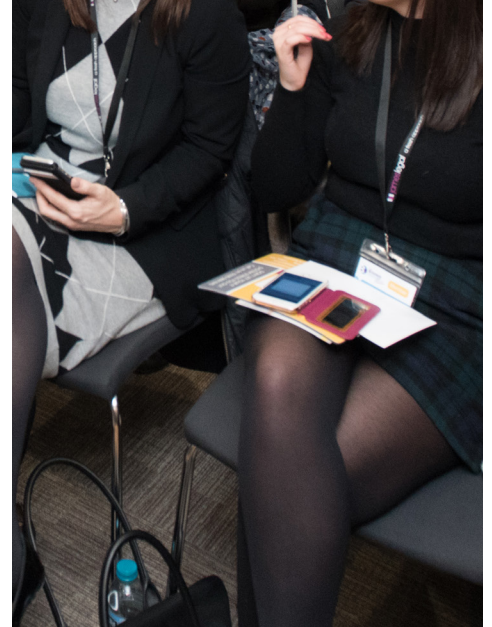
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The Power of Networking



“No matter what marketing strategies you have in place you should not underestimate the power of networking. People still buy from people.”

Here at The Business Culture Hull we pride ourselves on being different from the rest, which is why our monthly networking events always attract over 70 local Hull business owners.

All our events are relaxed and informal, with an aim of establishing and deepening business relationships.

We hold two types of networking events; a business one that attract professional business-related speakers, and a cultural event that not only showcases the local talent but is hosted across different, and varied, venues across the City.

Don't just take our word for it, have a look at our YouTube channel 'The Business Culture Hull' and see for yourself.

Here are just a few photos to whet your appetite.



No More Excuses

“Well you’d be a fool to bet against him”

Nothing will ever change with Chiedu Oraka to be honest. You will still see him at the local shop (Dave Shepherds) getting a can of dandelion and burdock, a pounds worth of jellies and Toffee Crisp. A real local lad who prides himself on being a man of the people. No such thing as a barrier or a hurdle, they just seem like excuses. Chiedu feels that it’s time to

eradicate this excuse culture that has been embedding in today’s society, especially in working class areas.

We must think like winners, nobody can stop us no matter our circumstances. That has to be our mentality and Chiedu doesn’t mind being the guy that people ridicule or call crazy. He makes no apologies for wanting the best for himself and his loved ones. Music is his way of expressing himself and he truly believes that he can become a household name. Nobody ever made it from these parts they say!



CHIEDU ORAKA

Editor Bio

Tirelessly working at his craft, Chiedu has been lucky enough to support some of the UK’s leading Hip-Hop and Grime MCs such as Akala, Wretch 32, Lunar C, Mikill Pane, Mo Stack, Stormzy, KRS One, Jaykae and Paigey Cakey. He has performed at Radio 1 big weekend and has his music played on Radio 1, Radio 1xtra and BBC Radio 6.



“For me, the greatest reward is seeing the clients’ reaction to our work. It pleases me to see all our hard work pay off.”

Life through a lens

A good film can break your heart or make you cry with laughter, a documentary can change the way you think, a powerful advertisement can change the perception of a product and have the potential to leave a lasting impression on the world.

At Astor we specialise in creating a high quality videos, offering all aspects of professional video and media services, including idea development and scripting, capturing stunning 6K cinematic audiovisuals, and polishing it all off in the final edit. Our clients get the full scope of a professional film production whatever the nature or budget of the project. And they are always happy with the results.

We stay at the leading edge of the curve in this age of rapidly developing technology using the most advanced equipment. We are licensed to fly drones and skilled in a range of techniques such as Steadicam and jib operating so we are proficient in getting the shots you need, and even ones you hadn't thought possible!



KRIS BILSKI

Editor Bio

Kris Bilski is the director of award winning video company Astor Film Productions Ltd. Anyone who's worked with Kris and his team know that Astor always provides an outstanding service. With a degree in TV and film production and a breadth of experience working across different platforms, Kris brings a creative flair and professionalism to every project he manages. Astor Film Productions Ltd was a finalist at last year's Hull Digital Awards.



Fresh, fresh, exciting!

Nick and his team are committed to being human, approachable, and coming at things from a position of empathy and understanding that he strongly believes is sometimes lacking in the legal industry. As a result of its fresh approach, James Legal has grown exponentially since Nick established it in 2009, with a specific focus on supporting businesses, expanding its

talented team and range of services, being nominated for a variety of regional awards and, recently, opening a second office in Beverley.

“As a place to work, James Legal has carved out a reputation as a go-to firm for go-getting lawyers wanting to realise their potential,” said Nick.

“We have built a reputation for specialisms including business and commercial, litigation, dispute resolution and commercial property, as well as servicing our business clients’ own needs by expanding our personal law offering to include family law, Wills and probate and residential conveyancing.

“Our brand remains centred on a key set of values: plain talking, fee

transparency and a commitment to doing what is genuinely in our clients' best interests, not what benefits us most commercially.

"We also play an active role in the Yorkshire and Humber community. In 2017 we launched the 'James Legal – The Business 2017' campaign to support local businesses, and this year we've made it even bigger. Our 'InspiringBusiness2018' campaign

"We love to take a 'walking it with you' approach to working with entrepreneurs to help them achieve success."

epitomises how we love to work with entrepreneurs by taking a 'walking it with you' approach to providing them with what they need, as well as legal assistance."

For more details about this campaign and how your business could get involved and win £20,000 of vital

support, visit
www.jameslegal.co.uk/inspiringbusiness2018



NICK MILLER

Editor Bio

Anyone who's ever met Solicitor Nick Miller, knows he – and his firm James Legal – are anything but conventional. From the bright-pink-and-black branding to their staunch commitment to being 'people first, lawyers second'.

This is down, in part, to Nick's own background, from growing up in East Hull, through a career spanning everything from bar work to denture-making and a stint as senior lawyer in another local firm.

Points to consider before growing your business

Many business owners, having survived the initial start-up phase, devise plans to grow their business in order to increase profits, take on more staff to help them run the business or maybe to save up for premises. There are a number of points to consider before embarking on this process and here are what I consider to be the 10 most important:

- Does the business have a Business Plan?
- Will funding be required?
- Are there any grants available?
- Will the systems cope?
- Does the business need to increase its insurance cover?
- Are all legal requirements being met?
- Are there any tax breaks available?
- Who will mentor the business owner(s)?
- Does the business owner have the support of their friends and family?
- Are the business' external advisers up to the challenge?



“Following these guidelines will increase the chances of achieving the business’ goals without any major catastrophes along the way.”

Utilising the services of proactive, qualified and experienced accountants, lawyers and bank managers will be key to the success of any business growth strategy. Use advisers that have set up and grown businesses themselves or ask for recommendations from peers who have been through this process.



ANDY STEELE

Editor Bio

I set up 360 Chartered Accountants nearly 10 years ago from humble serviced offices in Melton. The business has grown year on year thanks to word of mouth referrals and offering services other accountants cannot and we now employ 30 people at our offices in Hull City Centre, East Hull and Withernsea. I am one of the most highly qualified Chartered Accountants in the region and love nothing more than helping my clients achieve their goals in life.

Collaboration is transforming the way business works

A disruptive business model is currently emerging in the digital sector, which focuses more on specialist knowledge, rather than retainers and account managers. In our experience, clients can benefit so much more from service providers that think outside the box, pooling together their skills and expertise, enabling customers to access a unique package tailored to their specific requirements. This is why we opted for a different

approach with Mattix Design; one that involves carefully hand-selecting talent from a variety of sectors to best suit a client's needs.

With our distinguished connections at both the Centre for Digital Innovation and K2 Bond Street, we have been able to curate a panel of trusted professionals that we can draw from when managing client work. Not only does this working style promote flexibility and creative thinking, but it ultimately allows for a better, more valuable end product for our client and their customers.

Collaboration has worked well for our own projects, however, we believe that this approach can be applied to all industries.

“We opted for a different approach with Mattix Design; one that involves carefully hand-selecting talent from a variety of sectors to best suit a client's needs.”



MATT WILDBORE

Editor Bio

Matt Wildbore is the Director of Mattix Design Ltd.

Specialising in bespoke branding, web design and User Interface for online systems and platforms, the company was a finalist at last year's Hull Digital Awards.

Mattix was also commissioned to create material for Hull UK City of Culture 2017 in its first year of business.

IT: It's Personal



For a lot of IT companies, once they complete a job that's it; a one-off, transactional fix for the businesses they work with.

However, I feel like the relationship should go a lot deeper than this surface-level interaction.

At Just Gilbey Ltd, we prefer a consultancy approach that not only takes a closer look at your technology

but also gets under the bonnet of how you and your team works. It's been said time and time again, but I believe that there is no 'one-size-fits-all' approach when it comes to IT for business.

Every company is different and requires different solutions. This is why I like to understand how a client works in order to discover the right solutions for their organisation.

By working in this way, we have been able to help many businesses around the UK to develop an awareness of

their own IT needs and become more efficient in their everyday working lives.

Your IT roadmap should be bespoke and fully cater to your business' distinct demands. It's personal, after all.

"It's been said time and time again, but I believe that there is no 'one-size-fits-all' approach when it comes to IT for businesses."



DAVID GILBEY

Editor Bio

David Gilbey is the Director of Just Gilbey Ltd, an IT Consultancy that supports SMEs and startups.

Frequently described as "not your typical IT guy", David has over a decade of experience with both in-house IT departments and Managed IT Services providers. He prides himself on his ability to help clients understand their IT requirements.

Majors Chartered Certified

2 018 is proving to be quite a year for Chartered Certified Accountants, Stewart MacGregor and Amy Sharpless. Not only have they become the new co-owners of Majors Accountants; they're also set to become the new kids on the block, moving the practice from offices in Trinity Square, home to the practice for the past 30 years, to 'The Bloc', commercial offices in Anlaby.

The relocation is a conscious move to give the practice a new impetus and fresh approach to providing professional

accountancy business services for clients throughout the Hull and East Riding area.

With a dynamic and forward-thinking new partnership at the helm, the Majors team is looking to attract business clients with a similar ethos of 'progressive professionalism', building on the eclectic mix of clients they already serve and value. Business in Hull is changing and Majors welcomes the emergence of a new generation of entrepreneurship led by business owners who are embracing new technologies and creating new opportunities in diverse or niche industry sectors. Follow Stewart and Amy's progress at www.majors.co.uk



STEWART MACGREGOR & AMY SHARPLESS

Editor Bio

Stewart has worked within the practice for the past 10 years of his established accountancy career. Always upbeat and positive, he loves food, people and Hull FC.

Amy joined the practice 8 years ago. Outside of work Amy enjoys taking part in dance shows and completing dance qualifications.

“Amy and myself are poised to take Majors forward, we both enjoy the numbers whilst recognising that the numbers represent real people”



The inside track on Funding

Because he's been there, and done that, Darren can offer a depth of insight which is unique in his field. This, combined with his personal approach to really getting to know each client and their objectives, has resulted in him working with some of the East Yorkshire region's most successful companies, in fields from accountancy to promotional goods sales.

However, his knowledge of property development, in particular, is second-to-none, and he is supporting influential characters like property

“With my personal experience of business, my extensive range of funding contacts and a commitment to finding out-of-the-box solutions for my clients, my company has been a catalyst for the development of many businesses, across diverse sectors, of which I’m very proud.”

developer and large-scale landlord James Ledger, who are gradually restoring the city of Hull to its true glory. With help from Darren, James has completed such iconic developments as the former Charterhouse School in Wincolmlee, the 19th Century Winding House on Victoria Dock and, most recently, the Endsleigh Centre former nunnery off Beverley Road.

“I love working with anyone who has true vision and the drive and determination to turn it into reality,” said Darren. “With my personal experience of business, my extensive range of funding contacts and a commitment to finding out-of-the-box solutions for my clients, my company has been a catalyst for the development of many businesses, across diverse

sectors, of which I’m very proud.”

Established in 2014, the services Peacock Finance offers include commercial mortgages, invoice factoring, short-term bridging loans and access to development funding. He is fully regulated by the Financial Conduct Authority, and has the backing of a 50-strong network of advisors, as well as 18 years’ worth of powerful relationships with the likes of invoice funders, developers and banks. He can also share first-hand insights into areas like sales, marketing, relationship-building and how to gain clients’ trust.

For an informal chat about your own business idea, contact Darren via 0845 5197104 or info@peacockfinance.co.uk.



DARREN PEACOCK

Editor Bio

Darren Peacock is a seasoned businessman who built up his own multi-million pound food wholesale business from scratch; rescued it from the brink of bankruptcy and then exited the business to establish his commercial funding brokerage, Peacock Finance.

He now concentrates on what he loves best – helping companies to succeed through expert advice on everything from getting their finances in order – to securing the cash they need to take their next step.

18 SPONSORED MEMBERS

by TRACY FLETCHER *ltd*
WHAT'S YOUR STORY?

BUSINESS 101
marketing • web • signage • branding



Print that gets you noticed



19 SPONSORED MEMBERS



The copier crusaders standing up for customers in a push against profiteers

Print and be damned! The famous newspaper war cry. But in a new twist to the old saying two local businessmen believe that's exactly what's happening to clients who are trapped in bad contracts with profiteering suppliers. Mike Coulson and Ian Boyd, who run My Procurement Partner, say profiteering is rife in the printer and copier supply

industry. It's more like a case of print and be scammed....and customers need protection.

Supplier salesmen are under huge pressure to make profits, says Mike, and that leads to a hard sell... and a lot of contract secrecy.

Customers stuck in a badly managed print services contract can face annual fee increases of between 5 and 20 per cent. One client paid £50,000 more than they should have done for one device over the term of their agreement.

The My Procurement Partner team

“There’s no regulation in this industry. We’re trying to regulate it”



want to swing the balance. They act as a broker, offering a choice of suppliers who've agreed to their terms and ensure fixed term contracts, fair prices, and complete transparency. “We’re completely independent with no attachment to any supplier”, says Mike Coulson.



IAN BOYD

Editor Bio

Ian embarked on his career aged 15, bagging the enviable role of “tea boy” following a two week work experience placement. From his first days at the market leading ships agency, he had set his sights on the boardroom, and, at the age of 32, he realised his dreams with a stake in the multi million pound company and the title of Commercial Director. On exiting the company, Ian set up My Procurement Partner with business partner and industry expert, Michael Coulson in 2017.



“This is where reputable Travel Agents with the financial strength and supplier base come in to their own. Not Just Travel have everything in place to ensure we meet the PTR requirements and you will be looked after should anything go wrong during your travels.”

So, what does a Travel Agent do nowadays and why would you ever use one?

Like a lot of purchases, a high percentage of travel is now booked online. However, with only 48% of global travel inventory available on the internet and difficult to integrate into automated booking systems, more complex travel becomes challenging and time consuming. The new Package Travel Regulations will take effect as of 1st July 2018 and will bring this into sharp focus. Put simply, the PTR ensures that all customers are fully protected when they book any

type of holiday which includes flights and hotels. Meaning some online travel companies and travel agencies are not able to support the requirements of the PTR, due to both the financial liability should anything go wrong, and the requirement to provide 24-hour support whilst travelling.



KARL DOUGLAS

Editor Bio

With a background in Finance, Management and Business, Karl hit his mid-forties and thought it was time he decided what to do when he grows up. After considering sport (too old), food & drink (past it), he decided to get in to travel (so he can do the others anyway) and took a franchise with Not Just Travel, the fastest growing UK travel company and part of a Billion-pound travel buying group, focused on one-to-one personal service and building long-term relationships.



Performance Coaching for the 21st Century

I grew up in East Hull and left school with no qualifications. I joined the military, serving 5 years in the Royal Navy which taught me discipline and the importance of hierarchy.

In 2003 I left the Navy and started my business career. Originally, I was a junior sales executive for a consulting company. I worked my way into a Team Leader position and after a few years' experience in sales management I made my move and I landed my dream job

with global consulting giant, Gartner.

I started in a junior sales position, but after 3 years I landed my first Sales Leadership position.

3 years later I moved onto a senior role, but as time went on something was niggling at me. I had developed an appetite for more freedom and empowerment and decided that the only way to achieve this was to set up on my own.

I started reading books and studying then I flew to the US to complete a qualification in Leadership and to study Psychology, in a bid to prepare myself to start making a difference. In June 2015 I founded Trans2Performance. 3 years later we have grown significantly,

built a training academy at The Deep Business Centre and we are now well known for being the Leadership and Personal Development Consultants for the likes of Siemens, Smith & Nephew and Kcom.

In 2017 I published my first book, I Am Human: 30 Mistakes to Success.

“My journey has been wonderful so far. It’s been hard, at times gruelling, but incredibly rewarding and we still have a lot to achieve. In January 2019 we will launch our very own Technology platform called The T2 Hub. This will allow customers to access our content and tools in real time and compliment the face to face training workshops we deliver for their staff.”

For more details about Trans2 Performance visit www.trans2performance.com



MARTIN JOHNSON

Editor Bio

Martin has carried out senior sales and leadership roles in both small dynamic and large global organisations, including 7 years with global consulting giant, Gartner. He is now the Co-Founder & CEO of Trans2 Performance and is best known for his talks on ‘Organisational Culture’ ‘Leadership’ & ‘Human Performance’. Martin is also the creator of T2 Talks, a motivational talks event born out of his vision and passion for developing others. Over the past few years Martin has become a strategic advisor and a leading performance coach.



London opulence with Northern sensibilities

When VIPs, business people, and discerning travellers visit Hull, where do they stay? Most automatically look for somewhere to stay outside of the city, as there has previously been no five star accommodation within the city centre.

This is a sad state of affairs, for a city looking to build a reputation as a world class location for business, culture, and leisure – but it’s a situation that Kenny Keegan of We Love HU is determined to rectify.

As a property developer, Kenny recognised a gap in the market two years ago and set about creating a series of luxury serviced apartments in Hull’s up-and-coming Fruit Market area. Now with fifteen exquisite



apartments finished, and a further seven due for completion imminently, We Love HU is well on its way to achieving Kenny’s dream.

No expense has been spared and no detail overlooked in the creation of the serviced apartments; the beds are the same as the ones in Claridges in London, and even the bespoke grooming products and toiletries

have been specially created by a local business.

“Hull is experiencing a period of explosive growth, which is set to continue”, comments Kenny. “We need to do everything we can to provide exceptional facilities to reflect this, so that visitors’ money is spent within the city.”



KENNY KEEGAN

Editor Bio

Kenny Keegan is not your traditional Hull-ite – he’s an Irishman whose very corporate career has taken him all over the world, yet he has found his calling in this city.

Kenny has a passion for quality which he looks for in everyone he brings into the We Love HU team, from the cleaning staff to the social media manager. The result is an outstanding business with a phenomenal reputation.



Making heritage happen

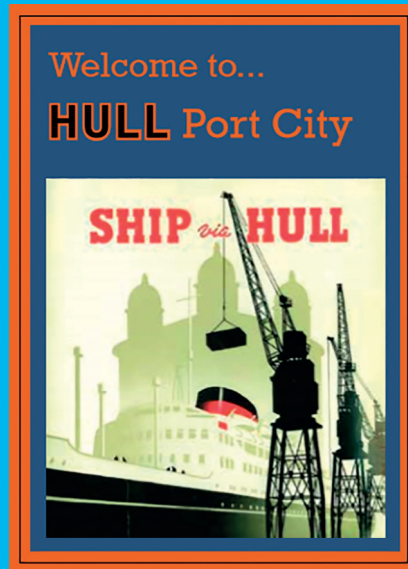
“From the page to the stage, this group of writers, actors and musicians explores local hidden histories.”

After a busy Year of Culture, legacy is key and The History Troupe has been working across the community on the roots, heritage and future of Hull.

On stage, in the classroom and with exhibitions, local hidden histories engage and entertain. Working with dockers, *The Box* tells the story of the docks in the 1970s as modernisation transformed working practices; *Boolin Prams* explores women on Hessle Road in the 1970s and *The Vote* traces the impact of dementia on a family. *A Tale of Two Cities*, *the Derby of Words and Song*, tells the story of Hull FC and Hull Kingston Rovers. From the page to the stage, this group of writers, actors and musicians explores local hidden histories.

Hugh Pym, the BBC's Healthcare Editor and Patron of The History Troupe was in Hull for the launch of

Memory Bank Hull; a collaboration with Yorkshire Film Archive and the Clinical Commissioning Group offering archive films of Hull, helping school children to know their roots, and dementia sufferers to trigger a happier place.



ROB BELL

Editor Bio

AHull based writer with business experience in more than 30 countries, Rob is a logistics specialist who writes stories on his travels – to keep him out of the mini bar. Founder of The History Troupe and 2050NOW with a focus on employability, he sees an opportunity to join the dots of heritage, roots and futures.

The world of Technology is constantly changing. Are you changing with it?

Technology shapes how we live our lives, do our work and look after ourselves; it's prevalent in both work and play. Mobius Media specialise in technology, delivering what is right for you and your business.

Our large team of developers and designers means we have a huge amount of knowledge and skillset covering most requirements, whether it's a website, new or a re-design, ecommerce, app development work, business management systems, CRM's, virtual reality, augmented reality, SEO campaigns and more.

We can produce a bespoke platform for you or steer you in the right direction with help and advice if it's a



simple solution. We work with start-up companies as well as world recognised brands. We recently launched a new shop, site and app for Hull KR with some fantastic feedback from the KR team about the Mobius service.

Josh & John set up the company in 2012 with just the 2 of them, now Mobius operates as a technology house employing over 22 staff with a mix of developers, designers and marketers, and still continues to grow.

For a free consultation on your existing technology or to discuss future plans then please feel free to call us on 01482240260 or email mel@mobiusmedia.co.uk.



JOSH READING

Editor Bio

Josh Reading is Co-Founder and Technical Director of Mobius Media specialising in the design, development and implementation of large scale technology projects across multiple platforms, technology stacks and channels.

Typically, Josh and his team work with everyone from your local SME to high growth start-ups and multi-billion pound turn over enterprises.

The next chapter

Having worked with the young people of Hull and the East Riding close to 70 years, St. Paul's Boxing Academy is one of the unsung successes of local sport, having produced a string of boxing champions including Olympic Gold medalist, Luke Campbell.

On top of that, St. Paul's works with many youngsters who face their own particular challenges in life. By adopting a philosophy that all members can

“All members can become champions in life...”

become champions in life, St. Paul's encourage the self-discipline, perseverance, respect and sense of community that come from boxing, and apply it to general life.

Backed by Sport England, and with ambitions to become a registered charitable organisation (CIO), St. Paul's want to raise over £200,000 to refurbish and re-equip its premises, making it accessible to all who wish to become members. The money raised will include a focus on those with

disabilities or with mental health issues, by providing a space and environment for them to learn and to flourish.



MIKE BROMBY

Editor Bio

Mike Bromby has committed much of his adult life to St. Paul's. In his time he has coached the likes of Luke Campbell and Tommy Coyle, who's reputations speak for themselves. Alongside the professional success, Mike has always promoted the amateur side of the sport, encouraging and supporting men, boys, women and girls to achieve their goals, both inside and outside of the ring.

Win an iPad!

We would very much appreciate your feedback on this our first Hull business to business publication. Please scan the QR code opposite and you will be entered into a prize draw to win an iPad*

* Apple iPad Air 32GB, Wi-Fi, 9.7in.
Entries need to be in by 31st August 2018



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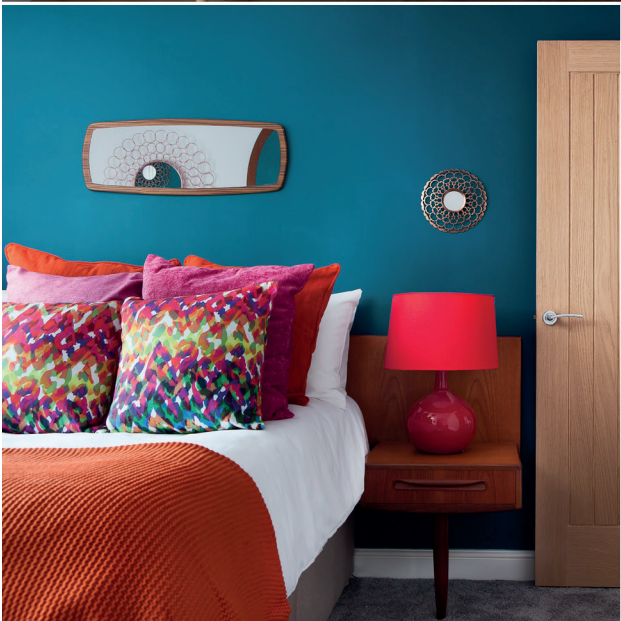
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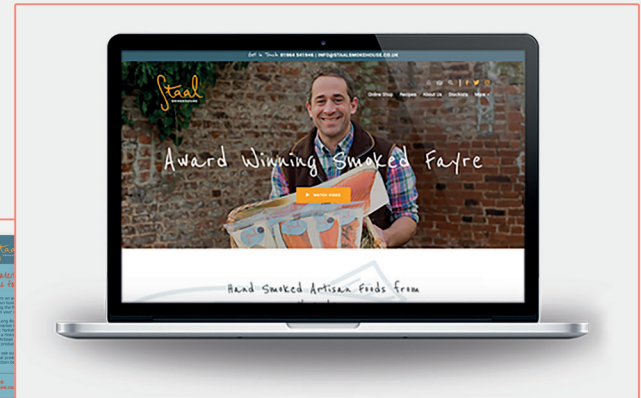
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