



THE BUSINESS CULTURE

Hull

N°02
AUTUMN 2018

PEACOCK FINANCE

So you think your business is ready for funding? Three things to help you know for sure...

ROB BELL

Echoes from Hull and the First World War. From 1900 to 1914 Hull enjoyed a Golden Era...

GUILDHALL GREENWICH TIME BALL

In 2016 Hull City Council was successful in receiving initial support from the Heritage Lottery Fund...

LOCAL
STORIES
FOR
LOCAL
PEOPLE



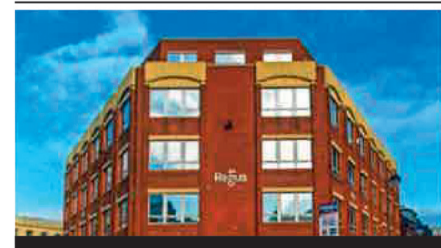


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Welcome to the second edition of The Business Culture Hull's quarterly publication, written by local people for local people to celebrate all that's going on in Hull, both business-wise and culturally.

Thank you for the support we received from readers of our first issue. We've kept our promise, so you'll notice a few subtle differences all made possible by your feedback and involvement, which is what it's all about.

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 through events, meet-ups, advice and support 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

Welcome

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

Hull is listening, so be proud and share your stories of how together, we're making things happen throughout this great City and beyond.

Enjoy!



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

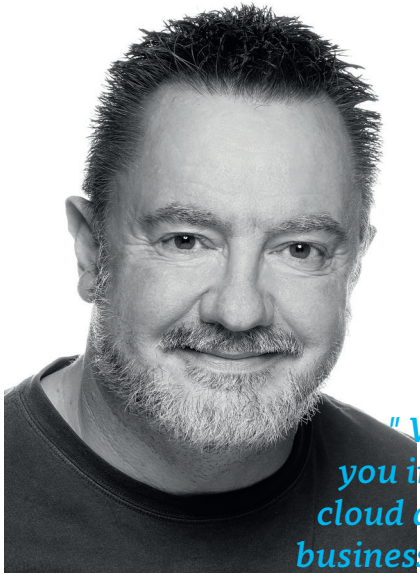
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View from the bridge



" We have some great articles for you inside covering everything from cloud accounting and preparing your business for funding to the advantages of using video to promote your business"

Welcome to the 2nd edition of the Business Culture Hull quarterly publication, we have some great articles for you inside covering everything from cloud accounting and preparing your business for funding to the advantages of using video to promote your business. In our cultural section we speak to artist Calvin Innes and author and poet Mike Watts. In recognition of the anniversary of the end of the First World War we have a great article covering some of Hull's history during that period.

In the last edition I asked you for your feedback on the publication and suggestions as to how we could improve it, a big thank you to all of you who responded. We have revised our cover style and included a members directory inside.

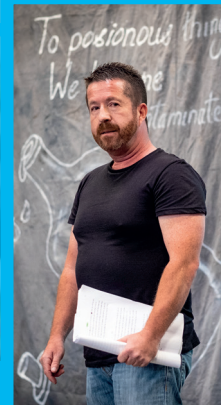
If you're reading this and you're not already a member of The Business Culture Hull, please feel free to email either Tony or myself for details of how to join. If you are already a member, this is your magazine so please don't hesitate to email me at the address below if you have any questions or suggestions 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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COVER PHOTO PROVIDED BY © HISTORIC ENGLAND



06 EVENTS

The Power of Networking



THE BUSINESS CULTURE HULL



07 EVENTS

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



THE BUSINESS CULTURE HULL

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.



A flexible approach to property improvements & maintenance

It is often said that an investment in bricks and mortar is a solid one when it comes to creating a safe and secure way for your money to grow. An investment into property can provide you with a good income and property will increase in value over time. The Flex Group have created a flexible approach to helping you make the most out of your property whether domestic or commercial.

From humble beginnings of 2 employees in 2010 delivering property maintenance services, the Hull firm has grown over the last 8 years adding both employees and services along the way. The Flex Group have lived by the mantra of not standing still and having a go.

This attitude has seen the company grow to 25 employees offering a solution to any property question whether that be extending a property, refurbishing a



"Flexible approach to helping you make the most out of your property whether domestic or commercial."

property, carry out regular maintenance or keeping a building compliant with safety tests. The Flex Group pride themselves on their professional approach and ensuring that you get the best guidance on any project and the greatest return from your budget. For more information please visit the Flex Group's new website www.theflexgroup.co.uk



JAMES COSTELLO

Editor Bio

James Costello is one of the three owners of Hull firm the Flex Group who specialise in construction work, property refurbishments, property maintenance and fire compliance. James previously worked as an account manager in the facilities management sector for national providers of health and safety inspections, Bureau Veritas and PHS, before joining the Flex Group in January 2015. James is highly motivated to helping the Flex Group's continued growth through providing an excellent service to its customers.

Visualize, believe in it And it will happen.

From a very young age Mike Watts always dreamt of becoming a published writer. He would go into book shops and libraries and visualize his works on the shelves.

Mike never doubted that one day he would achieve his dream and now his fourth book, 'Spit&Hiss' has just been released by Wrecking Ball Press. He is now already

visualizing his next one.

A leading light in the city's poetry/spoken word scene, he has gone on to realize his dream and much more besides. Mike has performed at venues and festivals across the UK and spent a month wowing audience's over in the US, where his honest accounts of life in Hull, real life that affects us all, was lapped up by appreciative crowds across California.

Fiercely proud of his city and Orchard Park upbringing, Mike was advocating Hull as a City of Culture well before the honour was bestowed upon it.

Poetry aside, Mike is also turning his hand to acting and has written a play which will be developed in 2019.

Mike's mantra is **'Visualize, believe in it and it will happen'**. No truer words spoken.

"Fiercely proud of his city and Orchard Park upbringing, Mike was advocating Hull as a City of Culture well before the honour was bestowed upon it."



MIKE WATTS

Editor Bio

Mike's work has appeared on the BBC, Numerous anthologies and magazines, he's been commissioned by the BAC, Humber Mouth, Freedom Festival and spent three weeks at the Edinburgh Fringe.

He has supported bands such as 'The Christians' 'Reverend and the Maker' 'The Exploited' He's also performed alongside Paul Heaton, John Cooper Clarke and many, many more.



10 GUEST ARTICLE



Technology Evangelist -

Think Cloud Co-Founder AMC Trustee & CTO

Andy's Man Club Are High On Life After Tackling Mount Kilimanjaro. Andy's Man Club Hull is on a high after reaching the summit of Mount Kilimanjaro following an 8 day climb.

Celebrating the Club's first birthday and achieving charity status, they climbed to the top of the mountain in Africa. Luke Ambler and four other Trustees from around the UK, including Leon McQuade, leader of the Hull

group, hiked to the top. Leon said:

"The trip was amazing! It was probably the hardest thing I have ever done. The climb is difficult in itself but the altitude sickness affected us."

"Sadly one of the guys had to be taken back down the mountain. It doesn't matter how fit and healthy you are, the mountain takes no prisoners, the conditions are tough."

"However, it was also the most amazing experience I've ever had. Reaching the



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summit was a special moment for us all. It was very emotional but a great sense of achievement.”

“We held a meeting at the top of the mountain, in the same format as our weekly meetings at Airco Business Lounge in Hull. It felt good to show that we all have our own mountain to climb, but together we can achieve anything.”

Andy’s Man Club Hull is Helping Men With Mental Health Issues.

“On our return from Tanzania, the Hull group celebrated its first year. Also, I am so proud to say that throughout



that time we have helped over 9000 men across our clubs up to October”

“During this time we’ve had over fifteen hundred visits from individuals who attend our weekly meetings. This is just in Hull so we know there is a huge demand for this type of support for men with mental health issues.”

“I am also delighted to say that we have now achieved charity status for Andy’s Man Club UK. This opens up many different opportunities for us.”

“Being a part of Andy’s Man Club is a huge privilege, all of our team look forward to it every week and enjoy the extra activities we run outside the meeting.”

“The visible change we see in our members from first arriving and feeling apprehensive, to being able to share their feelings about the tough times they are experiencing and seeing that they are not alone, gives us a huge feeling of satisfaction that is hard to put into words.”

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WWW.ANDYSMANCLUB.CO.UK

Why cloud accounting will soon be more important than ever



Whilst I think these are all compelling reasons to take to the cloud, changes coming into effect next year will make cloud accounting all but essential for VAT-registered businesses with a turnover of £85,000 or more. Making Tax Digital for VAT will require the majority of such businesses to keep digital records and submit VAT returns using 'designated software packages' from April 2019.

In practice, this is most easily achieved using a cloud accounting package such as Xero, QuickBooks or Sage Business Cloud Accounting.

As part of our Cloud Accounting Team I have been helping clients to make the changes they need ahead of next year, so if you are not already using a cloud accounting package, I would advise seeking professional advice to ensure you are ready well before the deadline.

“Don't get caught out – make sure you take action on Making Tax Digital for VAT now!”

In recent years I have seen more and more businesses using online or 'cloud' accounting packages to manage their accounts and to carry out functions such as issuing invoices and even recording receipts using smartphones or tablets.

Until now, the main reasons for using a cloud accounting package have included cutting down on paperwork, saving time and being able to see a business's real-time financial position from anywhere in the world.



LUKE TAYLOR

Editor Bio

Luke is a Partner at Smailes Goldie who helps business owners achieve their goals at both a business and personal level. Working with clients across a wide variety of industries Luke has developed a wealth of experience from a compliance and strategic standpoint. Away from work Luke is a family man and a sports enthusiast enjoying playing football, cricket and golf to name but a few.

A Disruptive Influence

Launched 12 months ago by Nic & Sarah Johnson, it'seeze Hull had one aim – to disrupt the typical website purchasing and support model for businesses throughout Hull & East Yorkshire.

They knew there was a market for high quality, bespoke designed, fully editable websites that didn't need to cost thousands to produce. Having researched different models, Nic & Sarah found a system they knew had the potential to shake things up when promoted and managed efficiently.

“We've looked to keep things simple. 3 web packages, transparent pricing, a small upfront commitment fee and an



THE BUSINESS CULTURE HULL

ongoing monthly subscription that delivers everything you'd need all in one place.” said Nic.

“The subscription model is a great way to get a new website without paying out thousands upfront.” said Sarah. “And because our websites are so easy to edit there's no further costs for changing text, adding new images or extra pages.”

An amazing first 12 months has resulted in them acquiring over 100 website clients across a wide range of business sectors.

“All our sites are designed and built to order based on our in-depth brief. The ongoing subscription includes domain name, email, hosting, back-up, SEO work and SSL certificate as standard, plus we're here to train, support and help whenever required.”

it'seeze
websites
Hull & East Yorkshire



NIC & SARAH JOHNSON

Editor Bio

Nic has over 30 years marketing and design experience, including 20 years in web design. Since starting his design business in 2006, he's worked with clients including Johnson & Johnson on global campaigns along with local Hull companies such as City Health Care Partnership on UK based projects. Nic is supported at it'seeze Hull by Sarah, along with our team of developers, designers and support specialists who produce our bespoke designed, mobile responsive and fully editable it'seeze websites.

“The subscription model is a great way to get a new website without paying out thousands upfront.”

WWW.ITSEEZE-HULL.CO.UK



So you think your business is ready for funding?

Three things to help you know for sure

It's a big dilemma – should you bring in extra cash to help you grow and, if so, when and how much?

Have a vision

As with anything in life, having a clear goal to begin with makes you far more likely to achieve it. The first thing I encourage businesses to do, is to have a good think about what they want to achieve, and

15 MEMBERS EDITORIAL

why. Most, when asked, will say they want to increase their profits and assume they need to grow to achieve that. But that's not always the answer because bigger also means more overheads, like assets and office space.

So, decide whether your goal is saving towards early retirement, ensuring a steady annual income of building a sector-leading empire, and go from there.

Know your numbers

Once you're clear where you're going, getting to grips with your figures will ensure you arrive.

I know from running my own business how challenging it is to get to the bottom of your financial figures yourself, and how tempting it is to hand this responsibility over to your accountant. But it's pain you have to go through to be truly successful. You need to monitor your money and have an up-to-the-minute understanding of things

" I know from running my own business how challenging it is to get to the bottom of your financial figures yourself, and how tempting it is to hand this responsibility over to your accountant. But it's pain you have to go through to be truly successful."

like when, in the month, you break even and start to make a profit, and your exact monthly outgoings, because this will help you spot and act on issues and opportunities quickly.

Sys-tem-at-ic

Lastly, it's vital that you're organised in how you run your business. Ensure you have clear systems for sales, customer relationship management and other key priorities. Then, make sure your organisational structure and equipment supports that.

Why-oh-why?

There are two basic rules of thumb when it comes to funding. Firstly, know your business and its objectives well enough to decide if you need to bring in additional cash. Then, be professional enough in how you run it to convince investors you are a good bet.



DARREN PEACOCK

Editor Bio

My approach to helping clients stems from my own experience of building a successful business. I've experienced the highs, lows and challenges firsthand, and use that special insight to help fellow business owners achieve success.

If you're at a stage in your own business where you'd benefit from discussing the possibilities for funding and growth, get in touch to arrange a free, no obligation initial chat about your options via 0845 5197104 or info@peacockfinance.co.uk

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Business should be nice!

Telecommunications has always been described as a mine field of different products and tariffs. Here at Simpatico we like to call ourselves the nice guys in telecoms; this is because being nice - honest, trustworthy, dependable, helpful - are our core values as a business.

The telecoms industry does not have the best reputation. We are determined to concentrate on attractive pricing, honest communications and ongoing support - rather than eye-catching deals with some nasty small print.

We can deal with your organisation no matter how small or large - whether it's a single mobile or desk phone, or thousands of handsets across multiple sites. We approach every business in the same way and aim to put together a package which is right for you - the right level of support at the right price.

THE BUSINESS CULTURE HULL



We provide business mobile phones across all the major networks plus we are partnered with the largest suppliers for internet connections/VOIP such as KCOM in the Hull area.

We are based in Beverley, East Yorkshire and deal with businesses and organisations throughout the region.



DAVE SPITTLEHOUSE

Editor Bio

Dave Spittlehouse is a Director and Co-founder of Simpatico Communications Ltd. Dave has been in the telecoms industry for over 20 years, and his passion for helping local businesses get the best technology for the best value is still as strong as the day he started. Dave loves meeting new businesses and finding out all about what they do.

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The logo for Inspiring Business 2018, featuring a large, stylized 'iB' where the 'i' is pink and the 'B' is black. To the right of the 'iB' is the text 'inspiring business 2018' in a lowercase, sans-serif font. 'inspiring' is in pink, 'business' is in black, and '2018' is in pink.

A prize worth having

What would your business do with a package of support worth £25,000?

If you decide to enter James Legal's InspiringBusiness2018 competition, that's the very question you could find yourself asking.

Because the firm has teamed up with eight other regional businesses to offer help to one promising business from the Yorkshire & Humber region.

And, even better, you now have longer to get your application in, as they have extended the deadline to 31 December 2018.

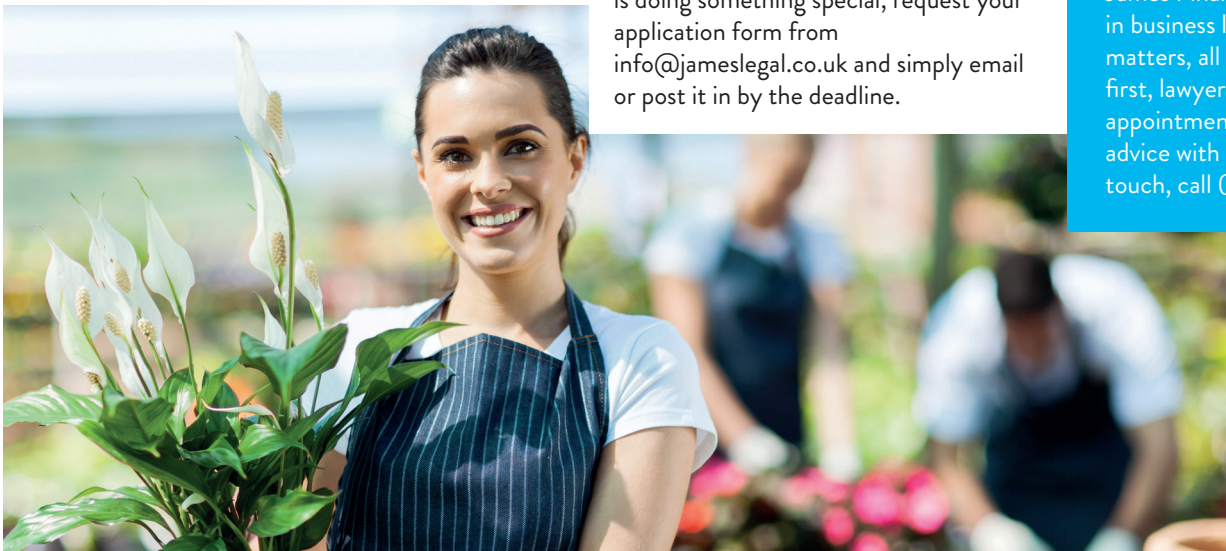
The prize on offer includes:

- A year's free legal support worth £5,000 from **James Legal**, including a review and re-write of policies and contracts, and access to their business legal advice service

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- Tender and bid-writing support from **The Marketplace** worth up to £6,000, starting with a detailed procurement and supply chain assessment, and, potentially, a 12-month supply of tender reports and help with identifying, completing and submitting one grant funding application
- Accountancy support worth up to £2,000 from **cbaSadofskys Chartered Accountants**
- Free annual membership of **The Business Culture Hull** business networking group, worth £300
- An initial funding audit and guidance, followed by monthly reviews and application support, worth £3,000, provided by **Peacock Finance**
- A network and system audit up to a value of £2,000 from **Computanet**
- Social media strategy development and training up to a value of £1,000 from **Stuff of Greatness**
- A new website, or associated e-marketing services, worth up to £5,000 from **Mobius Media**.

So, if your business – or one you know – is doing something special, request your application form from info@jameslegal.co.uk and simply email or post it in by the deadline.



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Now in Beverley!

James Legal has an inspiring success story all of its own, as the fresh-thinking law firm has grown from two to 20-plus team members since it was established in 2009 by Managing Director Nick Miller. And they have now opened a second office on Lairgate in Beverley, in the same building as sister company James Financial. The team specialise in business law and related personal matters, all delivered as ‘people first, lawyers second’. To book an appointment for some sound legal advice with the all-important human touch, call (01482) 226655.

WWW.JAMESLEGAL.CO.UK

How fast and reliable is your internet connection?

Say goodbye to a slow internet connection and hello to the £3,000 Gigabit Voucher. Your business could be eligible to receive this contribution towards improving the speed and reliability of your internet.

Most connections still depend on copper telephone wires, which are limited in the speed they can support. Your business productivity could be suffering if this is the case: according to 'mobile news', poor broadband connections costs the UK economy £11bn a year in productivity.

A full fibre connection is required to deliver



Gigabit speeds which can help to future proof your business and save time through improved efficiencies. Choose a Gigabit fibre product or uncontended leased line for your business to enjoy a connection twice as fast as your existing line.

There are a few factors that are taken into account to see if a business is eligible for

“Now is the time for businesses to improve the speed of their internet connection with the £3,000 Gigabit Voucher. Businesses deserve to enjoy speeds that can cope with the growth of their company.”

the voucher such as you must have under 250 employees, not already be Gigabit-capable and your turnover must be less than 50 million euros per annum or your balance sheet must have less than 43 million euros. More details on this can be found on the government website that explains the scheme.



ALAN CHESHIRE

Editor Bio

At purebroadband we're dedicated to providing businesses with a connection that meets their current and future internet needs. We don't install a product for you that will need replacing in a short space of time, our connections will grow as your business does. Whatever your requirements, we have a solution for you. With a range of clients including Hull University, Hull College and Dove House Hospice, it's fair to say that no challenge is too big or too small for purebroadband.

Echoes from Hull and the First World War

From 1900 to 1914 Hull enjoyed a Golden Era with Municipal buildings like the Guildhall and City Hall transforming the skyline; Alfred Gelder Street linking East Hull with the centre, trade and the lucrative transit of migrants on Wilson Line ships through the port strong. In May Hull FC won the



Challenge Cup with Jack Harrison scoring one of 52 tries in his record breaking season. In June, King George Dock – the first fully electrical dock in the country – was opened.

Then, with the declaration of war, fortunes changed. A ferocious U-Boat campaign triggered the suspension of fishing – though many trawlers became highly effective mine sweepers with some trawlermen and their families moving to Malta to defend the Mediterranean. Zeppelin raids meant that strategic cargoes were diverted from the docks. Hull had a strong German migrant population – many pork butchers and clerks in the strong lucrative Baltic trade.

So many men without work had a part in Hull having the most volunteers per capita in the British Isles. Kitcheners Pals Battalions emerged after the Regulars and Territorials were decimated from 1914-16. The Hull Pals guarded the Suez Canal at Gallipoli and it was the Hull Pals who took

part in the Arras Offensive of 1917. On the 3rd May, Rugby legend Jack Harrison was killed and awarded the VC at Oppy Wood as close to 2,000 Hull men were killed. That same year, Tolkien was wounded on the Western Front and was sent to Hull and the East Riding for recuperation, where he was inspired by the medieval clash of local Anglo Saxons with the occupying Normans, to write Lord of the Rings.

Back home, Smith and Nephew boomed as their bandages and dressings supplied the British and other armies, and munitions factories struggled to keep up with demand. Women joined the workforce and their new found independence transformed the City.

On the world stage, Mark Sykes, MP for Hull Central had been the author of the Sykes Picot Treaty of 1916 which carved up the Middle East in ways that resonate today. Sykes died of the flu at Versailles in 1919 as the Peace Treaty was signed. Houdini, the escapologist, had performed in Hull just before the war. With 10 per cent of those who served killed; many more wounded or disabled and trade diverted, it took decades for Hull to recover from the impact of this war to end all wars.



This article was written and edited by Rob Bell, The History Troupe

Guildhall Greenwich Time Ball

In 2016 Hull City Council was successful in receiving initial support from the Heritage Lottery Fund (HLF) for the restoration of the Guildhall Greenwich Time Ball.

This first-round pass means that the project has met HLF criteria for funding and has the potential to deliver high-quality benefits and value for Lottery money.

Alongside this successful bid, the council has also been granted £47,000 from the National Lottery player development fund to help progress plans to apply for a full grant.

"The project will prove a fitting contribution to the City Plan ambition to make Hull a world-class visitor destination by enhancing its unique heritage and culture."

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The grant would not only restore the Time Ball to full working order, but also renovate the tower and provide good access and learning opportunities for residents.

The project will prove a fitting contribution to the City Plan ambition to make Hull a world-class visitor destination by enhancing its unique heritage and culture.

If a Round 2 bid is successful, the project will not only involve a programme of physical restoration works, but will also develop a programme of activity and engagement, collecting memories, skills and knowledge from the current Clock Custodian through oral history and an appeal for public memories associated with the Guildhall Time Ball. In addition to this, there is the possibility for an apprenticeship opportunity for a young person to learn the Clock Custodian's role through shadowing & skill sharing.

Interpretation

Interpretation is a key part of our engagement plan. As the interior of the clock tower will not be permanently open to the public and the exterior is so high up, we will employ a range of interpretation methods to share the heritage and associated stories and histories. This ranges from exhibitions and displays, online content giving virtual access, digital and physical models and printed materials.



Interpretation stations in sight of the Time Ball along the Hull and Humber will also be explored, allowing the history of the Time Ball to be placed into its context as a physical indication of the time. Digital modelling will be produced through our partnerships. These may form part of the exhibition displays or be available through online or virtual reality platforms.

WWW.CITYPLANHULL.CO.UK/INDEX.PHP/GUILDHALLTIMEBALL



A picture is worth 1000 words. A video is worth 1.8 million. How important is visual content to your business?

This begs the question; does this mean that visual stimulation is one of the key factors to help promote your business? As a business owner you may have found yourself toying with the idea of using video and photography to increase engagement.

We're in an age where video is easily accessible due to mobile devices, and with YouTube being the second largest search engine, with an average of 30 million visitors per day, it may be safe to say that video can



be the most effective way to promote your business. Here's why.

1. Videos increase people's understanding of products/services by 74%
2. Approximately 50% of people who viewed an online video went on to make a purchase.
3. Videos help you to rank higher in search engines.
4. Video helps build relatable brands that people are more likely to trust.

So what does this mean for the future? Cisco projects that global internet traffic from videos will make up 82% of all consumer internet traffic by 2021. This makes it likely that video content will become the driving force for online marketing. Video in particular is such an important and powerful marketing tool for businesses now and it's a great way to tell your story, convey your values and showcase what you do in a very short space of time.

The facts tell, but stories sell.



MIKE ROBERTSON & NATHAN PIDD

Editor Bio

Mike and Nathan are the joint owners of VIP Creative. They specialise in the creation of video and photography to help businesses engage with their clients.

VIP Creative produces content that educates and entertains. With over 25 years of production experience between them, they feel extremely privileged to do something that they love, everyday.



28 CULTURAL



Not too long ago one of my children asked me what my job was. The answer I gave was far from straight forward. Illustration, design, painting, advertising... for me they're all part of the same thing. It's why when I'm asked what my job is I often struggle to answer in anything less than what equates to a rambling monologue about creativity and art. I am essentially an artist, it's just that that art can and does take many forms. My illustration career has allowed me to

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work on some amazing projects over the years and led me to work in schools, which has itself become the most rewarding aspect of my very eclectic career. Teaching kids to draw has a special place in my heart. Even more so since my own children were born. If I were to only do this however, I expect that I'd become bored quite quickly. I am, by nature a little impulsive and like

"If I were to only do this however, I expect that I'd become bored quite quickly. I am, by nature a little impulsive and like to involve myself in as many interesting projects as possible. I don't do particularly well concentrating on just one thing for too long, but put four or five creative projects in front of me and I'm in my element. This need to be creative in other ways has led me to create huge murals, work in tattooing, illustrate comics and books and begin working in marketing more than a decade and a half ago."

to involve myself in as many interesting projects as possible. I don't do particularly well concentrating on just one thing for too long, but put four or five creative projects in front of me and I'm in my element. This need to be creative in other ways has led me to create huge murals, work in tattooing, illustrate comics and books and begin working in marketing more than a decade and a half ago. It's marketing where I find the majority of my work being based today.

There is something about imagining a weird, elaborate idea to engage with the public or evoke a particular emotion and seeing it come to life over the following weeks and months that is immensely gratifying.

So, next time my son asks me what I do for a job I can tell him, 'Son, I'm a creative'... although to be honest, after last time I doubt he'll make that mistake again.



CALVIN INNES

Editor Bio

Calvin Innes is an artist, illustrator, designer and CEO of Drunk Animal Creative Studio. He is an award winning illustrator with over 30 books to his name and has more than 15 years experience in advertising.

He currently heads up Drunk Animal and regularly presents to businesses on modern marketing techniques and guerilla advertising.

Cyber Security is critical!

What would happen if you came into work tomorrow and were unable to access your files because they were locked? Cyber-attacks are increasing in their frequency and level of sophistication... and your employees are playing into hackers' hands.

Security is top-of-mind for everyone because it's quickly becoming one of the hardest variables to control. Did you know that 95 percent of all security incidents involve human error? Be it through negligent or uninformed behaviour like misplacing a mobile phone, using weak passwords, opening malicious email attachments, insider threat is at an all-time high.

When it comes to your company's cybersecurity, have you ever found yourself thinking:

1. That will never happen to me.
2. It's a risk I'm willing to take.



ADAM LUTKIN

Editor Bio

Adam Lutkin is an experienced technical professional who operates an IT managed services practice. The company has operated in this arena for over 20 years making it one of Hull's oldest established IT firms.

Educated with a degree in business, and a certified Microsoft engineer, his company services clients across the Yorkshire region, the UK and around the world. Adam believes that Smart IT means a Smart Business.

"This can be a dangerous mindset to have, especially considering that security threats will continue to emerge with unprecedented speed and complexity, putting businesses of all sizes at risk." said Adam "Any business that values their IT will take the time to evaluate their position and change their practices, this immediately starts to reduce their exposure to potential threats!"

If you would like Adam's 15 Ways to protect your business from a Cyber Attack infographic please contact him on 01482 229999 or adam.lutkin@computanet.net



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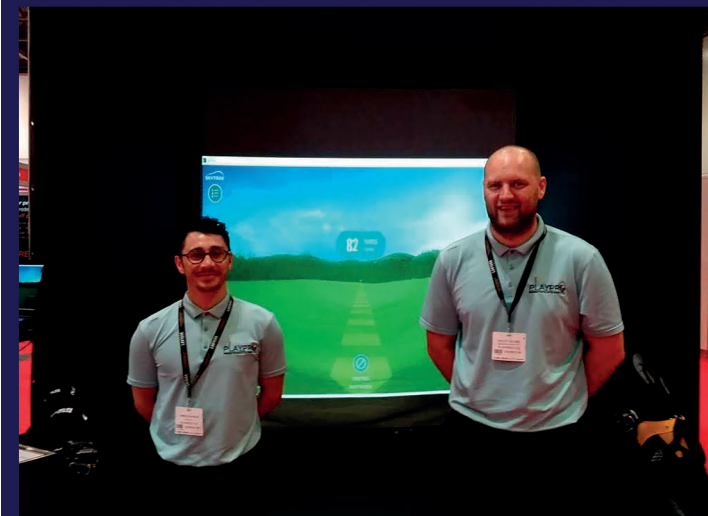
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