

THE BUSINESS CULTURE

Hull

N° 06
SUMMER 2020

PEACOCK FINANCE

Cash is king as businesses return to the 'new normal'

APEX

Apex takes the strain on behalf of customers to ease lockdown stress

360 CHARTERED ACCOUNTANTS

Covid-19 - Business threat or business opportunity



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Welcome

We didn't see that coming, did we?

Beyond the shock and suffering, this has been a very interesting few months, and I know there are aspects of lockdown that people have enjoyed and valued, both personally and professionally.

For a start, everyone, including your gran, now knows how to video conference! We've learned new skills and some have taken their entire business models online. It's not been easy, and it won't change overnight, but we're still here, supporting each other and gradually learning to adapt.

It's essential that we put all our efforts into rebuilding confidence to get people out and spending again by showing our customers that we're open for business, just in a different way. We've

focussed on the 'community means business' message, and I'd like to thank you for everything you've done, and everything you're doing to support our community, it's what it's all about.

Stay safe!



Are we still meeting, sharing and trading together? You bet we are! Things are a little different, but there's never been a more critical time to support one another, as people as well as businesses. It may be a while before we can have events and physical meet-ups, but as valuable and enjoyable as those are, there's so much more to The Business Culture Hull. Read all about our full offering, as Business Support Hull on page (06 - 07). I'm always here, so please do get in touch at tony@tbchull.co.uk

Tony Bowler

TONY BOWLER

Founder and Business Connector

View from the bridge

Welcome to the summer 2020 edition of the Business Culture Hull quarterly publication. I think that it would be an understatement to say that the last quarter has been a strange one, although lockdown was just starting when I wrote the introduction to the spring publication, I'm sure that none of us could foresee that we would still be largely in lockdown now. What has impressed me most during this period is the resilience of British businesses, yes we have had casualties, but most businesses have survived and even thrived. It's been wonderful to see businesses adapting to the current situation. If there is one thing that we could all take from this, it's that our businesses are a little more

robust than we sometimes think!

This edition is all about celebrating the amazing community spirit and resilience that Hull businesses have demonstrated throughout this unusual period, we have informative features on currently invaluable topics such as sales and marketing, customer retention, personal wellbeing and new ways of working and communicating together.

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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‘Business Support Hull’ – Three words that say it all

You’ve hopefully seen mentions of our new Business Support Hull website over recent weeks, so what exactly is this all about?

Business Support Hull isn't a change of name or direction; it's an ever-so-slightly re-focussed spotlight on what The Business Culture Hull has become since it started in 2016, and what it

does best, and that's to support businesses in Hull and the East Riding.

The ethos behind Business Support Hull is nothing new; it merely acknowledges that businesses aren't 'entities'; they're people. When any person starts something new, takes a risk or does something few other people do, it's potent if other people who have travelled similar journeys offer them support and guidance.



Our three pillars of support sum up what it's all about:

**A Problem Shared:
Phone-a-friend, one-to-one mentoring support and private members' groups.**

These differing approaches help create an environment where you feel comfortable airing your problems, talking to people who 'get it' and connecting with the right people.

**Follow A Leader:
Ask the expert, member insights and motivational speakers.**

Every member, no matter where they are on their business journey, has something to offer others.

**Never Stop Learning:
Member-driven workshops, mastermind classes and Trans2 Performance.**

Whatever it is that you do, running a business about it is different. This is the 'many heads' theory at work. If we each share a bit of knowledge that's useful to others, we all learn, always.

Business Culture Hull, Business Support Hull, however you say it, it's about continuing to grow and support the business community in Hull.





Cash is king as businesses return to the ‘new normal’



←
**SCAN
ME!**

Many business owners would agree that 2020 is turning out to be one of the most challenging periods in modern history.

And one thing is now essential for all businesses that have survived the coronavirus lockdown and wish to get up and running again – cashflow.

Darren Peacock, owner of Peacock Finance, explained: “It might sound like a cliché, but right now it’s truer than ever – cash is king.”

So, what should SMEs be asking themselves now?

Darren said: “Now is the time to review your entire operation. Is your workforce as lean as it could be? Can you reduce your spending?”

“Analyse your costs, strip out non-essential expenses, re-negotiate contracts, and understand where your sales are coming from.

“Whatever strategy you plan, one thing that remains critical is cashflow.”

Darren recommends ensuring your management information is as up-to-date as possible. He said: “You need a good accountancy system with live information. As a minimum, in the first week of the month, check your previous month’s figures. You need to know where your break-even point is, which is the point in the month at which you’ve paid all your expenses and are profitable. Then you can start to look at where improvements can be made.

“It’s essential to have a cashflow forecast. Businesses with amazing sales are still at risk of going under if the cash isn’t right.”

Darren is an expert when it comes to helping SMEs deal with cash shortfalls, but admits it’s a much simpler problem to solve when it is picked up early.

“These might feel like uncertain times, but with support from people with the right knowledge, your business will quickly get back on track.”

Things to consider to improve cashflow include:

1. Don’t over-order! Storing a load of stock is just tying up your money unnecessarily. Most suppliers deliver on a daily basis, meaning you can use a ‘just-in-time’ order system and keep your cash as free as possible
2. Be prompt with your invoicing – the sooner you get money owed for sales or services, the better
3. Make sure your customers pay you on time – you need your money in your account, not theirs
4. Think about reviewing customer payment terms to incentivise early payment
5. Don’t forget to sense-check and benchmark all of these strategies against your cashflow forecast
6. Identify any cash gaps as early as you can, and seek advice on your options for addressing them

Adapting is the key to survival

Weird, strange, bizarre, lockdown, pandemic. Words we rarely used but now “the new normal”. How did this happen? Who is to blame? If we knew the answer to those questions we’d not only be famous by now but I suspect very wealthy also.

So what do we do? Lie down and give up or adapt, innovate and drive forward? We, like many other businesses, have done the latter. We used to cut acrylic for letters and wall signage but now we also make sneeze screens and cough guards. We used to make pull up roller banners to promote and inform, now they form safety screens for hairdressers, accountants, solicitors and others who have all had to adapt in their own way.

What all of this proves is just how resilient we all are as human beings. The very best has been seen, from more care in our

communities, appreciating the NHS and all key workers which in turn gives us all a lift to combat anxiety and promote wellbeing amongst ourselves and those around us.

Be kind to those around you and they will in turn pay it forward.

We must all learn new skills in communication and for those more technologically aware the use of Zoom, Team, Google Meets or Skype has become the norm. Others may use the “Virtual Hug” to greet and with the use of face coverings now mandatory in certain settings we must again adapt to new behaviours.

One thing I am certain of is that the human spirit paired with compassion, understanding, positivity and hope will see us all through.



ANTHONY GREEN

If variety is the spice of life then I must be Heinz 57.

I wouldn't say I've done it all but from Lorry Driving at 17 to Double Glazing Sales in the late 80's, Meat Trading in the 90's, Architecture in the 2000's and all sorts of other adventures since then I've certainly gained a wide range of skills and experience in many sectors.

We are here for a good time not a long time so enjoy what you do and do it well.

Cleaning Through Coronavirus

The Coronavirus pandemic has brought about some challenges, not only physical barriers but also mental barriers to positivity and productivity. As a supplier of high quality cleaning equipment, a large percentage of our customers are within the hospitality and leisure industry and the closure of these facilities meant that our equipment may not be needed for the foreseeable which understandably was a big worry.



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But we had two options: to face difficulty with optimism or to face difficulty with pessimism.

Firstly, our NHS workers needed urgent PPE supplies, and with key contacts in our industry we began supplying these to the healthcare sector. However, this didn't come without it's challenges either, including a shortage of stock, and a steep increase in prices. We also donated face shields to keyworkers through the "Monty Says Donate" programme to help the healthcare sector financially.

To overcome these challenges, we have altered our product offering and have helped businesses understand what equipment and products they need to comply with regulations, which included donating hand sanitising stations to businesses in the area. In the future, we hope that the cleaning industry and operatives will be recognised for how essential they are to everyday life.



ANDREW BODLE & ZOE WESTON

Hygieia Group Ltd provide quality innovative cleaning and hygiene solutions throughout the UK. These market leading solutions not only save your business money and time but they also have an outstanding positive impact on the environment. Our products include a full range of janitorial and washroom supplies, but we are also specialists in equipment providing the I-Mop, Tersano and Motorscrubber ranges to leading companies. We also provide deep specialist cleans and regular contract cleaning – we really do it all!

Wellbeing in the workplace

It is becoming even more important these days that everyone takes the time to look after each other in the workplace.

This could be as simple as checking in with someone.

You could even take part in mental health first aid training making sure you have the tools in your toolbox to know what to look for in the future.

It is important as business leaders we make wellbeing front and centre to our planning.

Giving access to professional help, signposting colleagues, even having regular team events that focus on wellbeing is a really powerful way to make sure your business is as successful as possible.



HERE ARE MY TOP TEN TIPS TO GET YOU STARTED.

- 1. SLEEP**
Aim for 8 hours, no social media or coffee after 9pm
- 2. EXERCISE**
Find something you love, is there something you loved doing as a child? Bike, Run, Walk for FREE
- 3. FUN**
Watch a comedy, laugh out loud, connect with friends who make you laugh
- 4. REGULAR BREAKS**
Meditation apps, five-minute breaks doing nothing, power nap (I love this one)
- 5. DRINKS**
Limit alcohol, coffee and increase water, fresh juices and smoothies
- 6. SURROUND YOURSELF WITH THE RIGHT PEOPLE**
Talk to people you can trust and have positive, motivating conversations
- 7. MENTAL HEALTH**
Talk to someone about your fears or write them down to get them out of your head, speak to a professional. It's good to talk and they love listening
- 8. WORK**
What do you love about your job?
- 9. MEALS**
Plan your meals for the week, include at least 5 portions fruit and veg
- 10. REWARD YOURSELF**
Treat yourself if you achieve a goal

"You could even take part in mental health first aid training making sure you have the tools in your toolbox to know what to look for in the future. "



HEIDI DODSON

Hello my name is Heidi Dodson. I am an accredited Life Coach/Counsellor/ Relationship Therapist /NLP/CBT Practitioner and Fitness Instructor.

Whatever your aims, I have the skills and experience to help you realise your personal relationship or family goals. For businesses, teams and employees my services help improve teamwork, positivity, improve productivity and staff morale.

I work with individuals to get the best outcome for each person, couple, family, team and business. I am a certified member of the Association of Coaching.



Apex takes the strain on behalf of customers to ease lockdown stress

Life in lockdown has been made a whole lot easier for hundreds of families thanks to quick thinking by the team at Apex Mortgage & Protection UK.

Led by MD and former commando Lewis Papa, the 21 strong Apex team sprang into action as soon as the threats of coronavirus became clear. Pocklington based Apex launched a communications



←
**SCAN
ME!**

“Our aim was to protect customers from undue stress and provide the support they needed via email and telephone”

campaign to ensure customers had all the information they needed to take advantage of payment holidays for mortgages, life insurance and income protection policies.

“Our aim was to protect customers from undue stress and provide the support they needed via email and telephone,” said Lewis.

“Our team of advisors were able to help families reduce their outgoings and provide peace of mind during one of the most stressful times that the country has experienced in peacetime.

“We also provided a service where customers could sign wills in their own

home while our advisors were on hand at a safe social distance to provide support if needed.”

In addition, Apex saw a 50 per cent increase in sales of income protection policies.

“We didn’t have to be pro-active to win this business. People realised that income protection was no longer a luxury but a necessity in order to secure a stable income and protect their families,” said Lewis.

With the re-opening of estate agents Apex have seen a huge demand for mortgages but have found lenders have often struggled to cope with applications due to staff shortages.

“Our team of mortgage advisors have been pulling out all the stops to take the hassle away from our customers and work with lenders to eliminate delays in completing applications wherever possible,” said Lewis.

“We have kept the mortgage supply line going and the effort our team have put in has been much appreciated by customers.”



LEWIS PAPA

Lewis Papa had a successful career working for Barclays Direct Mortgages as a mortgage and protection specialist before fulfilling his boyhood dream of joining the Army.

In his seven year military career he became a member of the elite 148 Battery part of 29 Commando, and saw active service in Afghanistan before returning to his home town of Pocklington to build his own mortgage and protection services business.

Sustaining community resilience in a post-coronavirus world

Lockdown shrunk our world, highlighting the vulnerabilities of a globalised economy and bringing us back to a more

localised way of living. A palpable feeling of ‘togetherness’ was evident as people sought ways to make a difference and support both individuals and businesses within their communities. For some, this was done by helping the most vulnerable members of society, for others this was manifested by a resolve to shop at independent retailers, keeping money within the local economy.

As major supermarkets struggled to cope with the increased demand for food and home delivery options, smaller independents stood up to the plate and provided these essential services to local residents, while pubs and restaurants quickly modified their services to offer take-out and delivery options.

Harnessing this lockdown loyalty will be key for small businesses and independent traders as we gradually return to a more recognisable way of life.

Although more challenging times may lie ahead, this is also a time of opportunity for many small and owner-managed businesses to seize on this resurgence of community spirit and desire to support local traders and independent establishments. Begbies Traynor Group in the Humber Region are here to support you, no matter what the future holds for your business over the coming months and years as we all adapt to the ‘new normal’ way of doing business.



Making sure your staff are working safely

Understandably there has been a huge amount of press recently about the need for businesses to ensure that their staff have appropriate RPE / PPE and can maintain social distancing, but it's critical that the other aspects of staff safety aren't forgotten amidst the challenges of a pandemic.

I'm talking of course about health and safety, CSCS cards, mental health, first aid, fire safety, food safety, manual handling, asbestos awareness, and all of the other training courses that employers are still legally required to provide. The risks covered by these kinds of training courses have not gone away simply because COVID-19 arrived.

With the HSE reportedly having increased the number of spot checks carried out on businesses to around 4000 since the end of May*, businesses need to be more vigilant than ever about training renewal dates and new training requirements for staff.

Many businesses are covered by rolling staff training programmes (something I'm a great advocate of with my clients), but some I have spoken to are risking non-compliance because all of their attention has been on important COVID-19 related issues. Don't take that risk with your business!

*Information from IOSH Magazine, 6th July 2020



MICHELLE BINNS

Michelle Binns is the owner of First Hand Training Solutions, a leading provider of flexible and engaging training courses for businesses large and small in Hull and across the UK. In her spare time, Michelle is passionately involved in community projects to deliver free first aid training to parents and community groups. She also volunteers for the Duke of Edinburgh Award Scheme, and during lockdown she volunteered for the NHS.





Making HU6 a great place to live

Unity in Community are a charity based in North Hull, our aim is to make HU6 a great place to live and give residents of our post code area, HU6 every opportunity to develop, grow and live within a thriving area. Formed in 1997, Unity in Community offers information, advice and guidance to residents on everything from moving back into or closer to employment, a community café providing affordable home cooked meals, supporting businesses to flourish and providing affordable housing to offering affordable food parcels; we do not let anybody who we come into contact with walk away disappointed.

The organisation is currently in the process of moving our operation to what is known





locally as the 'Old Rent Office' on Greenwood Avenue, which is a much more suitable and central location for our community to utilise. From this location anybody in our community and surrounding area will have access to knowledgeable and friendly staff within a state of the art IT and training facility. Our existing centre on Endike Lane will be going through lots of improvement works, and later this year transforming

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"Community is at the heart of everything the organisation does, and we are extremely excited to share our new facilities with our residents and businesses alike."

into a Community Hub which will be a hive of activity for local community groups to access and offer wider services to the area. Community is at the heart of everything the organisation does, and we are extremely excited to share our new facilities with our residents and businesses alike.

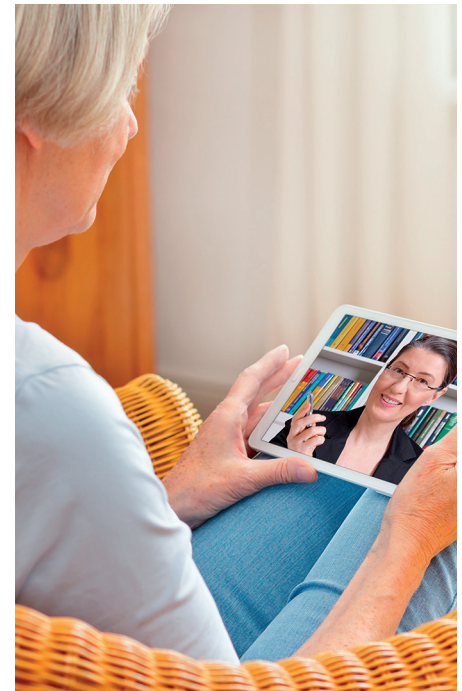
Throughout the COVID-19 pandemic, Unity in Community has delivered 2000 food parcels to the residents of HU5, HU6 and HU7. This service was run by volunteers and supported by staff 7 days a week at the height of the pandemic, thank you to our amazing volunteers and staff for supporting our community throughout these unprecedented times.



LIAM WOODS

I'm Liam Woods, Project Manager at Unity in Community. I grew up a stone's throw away from our office on Endike Lane and my role allows the passion I have for HU6 to ooze out of me. Away from the day to day job, I love spending time with my wife and 1-year old daughter, if I do have time to myself I love watching sports; ice hockey, football and rugby.

WWW.UNITYINCOMMUNITY.ORG.UK



Keep talking – the secret to business success

The image of neighbours clapping for the NHS and keyworkers will be an enduring reminder of life in lockdown.

A simple gesture that united a nation and gave such a powerful message of gratitude.

Over the last five months we have all had to adapt the way we communicate. Network meetings,

dance classes, schooling and even birthday parties have been held online. Grandparents have mastered the art of videoconferencing. Handshakes have been replaced by bumping elbows.

Stay home. Save Lives.

In times of crisis, clarity is essential. There is no room for ambiguity. Fire – evacuate. No face mask – no entry.

As we emerge from lockdown, businesses have two challenges, imparting instructions to customers and engaging with them. And the two things need to be done separately but consistently.

Each time you talk to your customer, whether it is in person, by way of a sign, on your website, or on social media use a consistent tone of voice, vocabulary and style. Keep messages simple and consistent. Repetition is vital.

To rekindle relationships with customers or to build trust with new ones,

customers want to know what you are doing to serve them, to keep them safe and to make their lives easier. Behind-the-scenes videos, blogs and hints and tips on social media help your business gain visibility and build rapport with your audience.

Lockdown has reinforced the importance of keeping in touch, giving clear messages, being consistent and finding new and creative ways to tell others what we want them to know. Now is the time to take those lessons and put them into practice. To thrive we all need to keep talking.



JOANNE PARKER

Helping you hone your message and find the best way of targeting your customer. Advice, mentoring and done-for-you writing of marketing, PR and websites. Your usual way of talking to your customer is no longer appropriate. Let me help you get clear on what you need to say and give you the words to build trust, gain sales and sustain long-term relationships.



Customers - Love Them or Lose Them

How is business? Pandemic, or no pandemic it's not unusual (sorry, Tom Jones), that whatever product or service you provide, you know you are unlikely to be in business if you deliver a poor customer experience.

Over the last few months, we have all seen businesses needing to change their experience for many reasons. But ask yourself, did they

ask you how was the experience for you? Are you likely to return and/or are you likely to recommend?

To think about your business what have you changed recently? Are the team delivering to the standards you set consistently? Are you missing out on money? Do you really know what customers see, feel and hear about your business?

More and more, businesses are measuring their customer experience, as it provides them with information on what went well and how can they improve. It's crucial to then implement change, through process and people sometimes, then ongoing measurement of that experience.

By putting customers at the heart of your decision making, you can ensure customers will love you.

If you would like a Customer Experience plan, please call 07891 631869, or email ian.sadler@insight6.com



IAN SADLER

Ian loves working with local businesses to help them to retain & gain customers, and helping them to sell more. Typically, business owners/managers will say they are either frustrated as the team are not delivering to the standards set. Concerned as they need to retain & gain customers and/or anxious as they need more money, but are failing to convert a good business enquiry and/or are failing to increase the average transactional spend.

Google: <https://g.page/insight6York?gm>
LinkedIn: /customerexperienceyorkshire
Twitter: @IanSadlerCXD



5 easy ways to keep your customers

There is a wide range of things that you can do to keep customers coming back for more – below are 5 simple steps to get you started.

1. SAY THANK YOU

It sounds obvious, but many businesses still don't do it sincerely.

- **Phone orders** - remember to thank the customer
- **Web orders** - thank them in the confirmation email
- Include a thank you card with their order

2. KEEP IN TOUCH ABOUT THEIR ORDER

Order-related emails have the highest average open rate of any marketing email*.

- **Welcome email** when they create an account



- **Order confirmation email** – include nice wording, links to products on your website, and a discount code for referring a friend
- **Despatch email** – include a discount code for their next order, and ask them to opt in for emails about special offers, new products, etc.

3. BUYING HABITS

Push your current best-selling products on your website and social media.

4. MAKE IT EASY

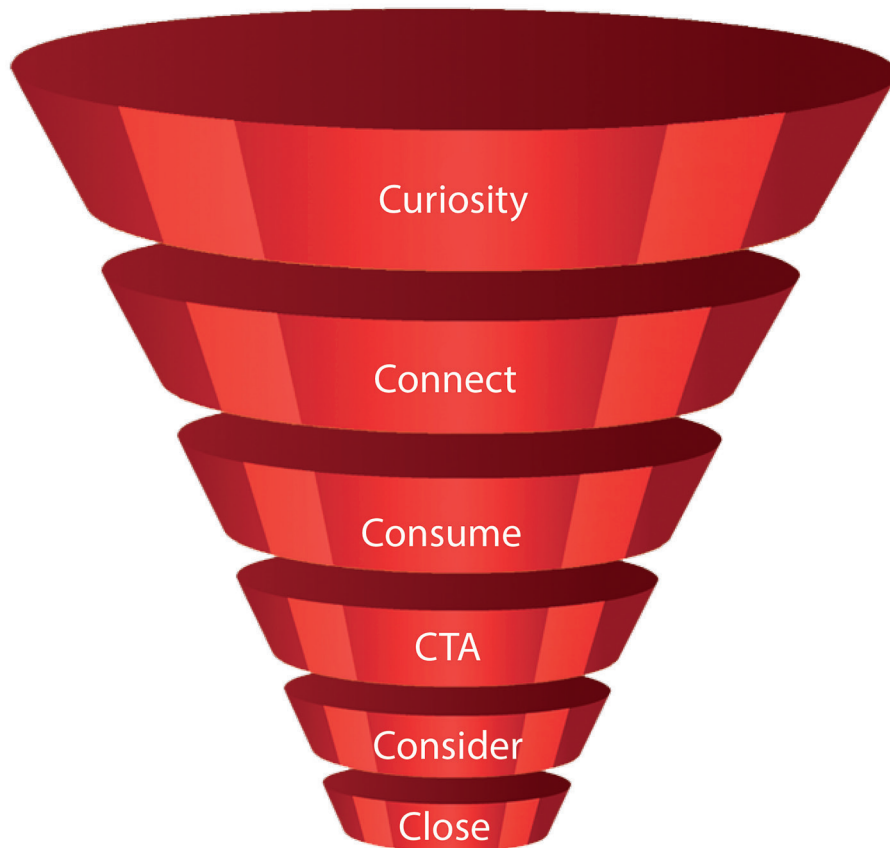
Get feedback on how easy it is to order from your business, and look at visitor behaviour stats for your website. If you don't have an online shop, consider one! It doesn't have to be expensive, but can be a huge income stream.

5. ASK FOR FEEDBACK

Let your customers know that you care whether they were happy with their order.

* Omnisend – 2020 Marketing Automation Statistics Report

Curiosity to Closing - The Journey of a Lead



The Lead Generation Marketing Funnel shows colder leads coming in at the top with their initial curiosity and leaving the funnel as they close when they make their first purchase. In the Lead Generation Funnel we use content and communication to build authority, impact and influence to convert leads to sales.

Curiosity

Content is educational and gives lots of value, you are starting to build the famous know, like and trust.

Connect

They become a connection by agreeing to give their details (usually an email address) in exchange for some piece of

knowledge. Eg, ebook, download, webinar.

Consume

They follow your content on social media and via direct marketing. They are a connection and they expect to hear from you. Have case studies, testimonials, how you have helped others like them style stories.

Call To Action

You have to ask for the sale, in fact you must ask for the sale, that is your job!

Consider

Follow up, follow up and follow up again creating great connection as they

move to close to a sale. If they do not choose to consider your offer then they go back to consume and stay in the nurture area of your funnel.

Close

They buy!!!! Now they are on the customer onboarding journey. They get your very best attention so they come back for more and tell all their friends about you!

Having your world set up to nurture and convert your leads is the key to creating consistent sales and a growing business.



“Laura is a pleasure to work with. She exudes enthusiasm for her work, is very astute and commercially minded and is quick to spot an opportunity.”



LAURA GREENWOOD

I grew up in horse racing, cut my marketing teeth in a start-up, became marketing manager for the world famous Jorvik Viking Centre before growing our family hospitality business. I offer “Done For You” and a “Done With You” 1:1 marketing programme to get your business generating leads that convert to sales.

Please connect on LinkedIn, visit my website: www.yourleadgeneration.co.uk and while you are there please join my email list! T 07703 520490. E laura@yourleadgeneration.co.uk

**WE'RE NOT BEAN
COUNTERS,
WE'RE BEAN
SPROUTERS!**



**Covid-19
– Business
Threat or
Business
Opportunity**



←
**SCAN
ME!**

I don't believe that many businesses will have planned for the virtual shut down of the global economy although most business plans will now no doubt include a second wave scenario. Whilst the hospitality, leisure and high street retailers have been hardest hit (and I really feel for the owners and employees of these businesses) it has given organisations in other sectors an opportunity to review their business models and adapt for the new world.

The pandemic has given the team at 360 a real stress test of its IT systems now almost everyone is working from home and after some initial teething problems we now know this is an option for us in the future. Our phones, emails, social media channels and Live Chat support lines were put under immense pressure whilst the government were announcing support measures early on in the crisis so we recognised the need to produce a reliable, informative daily update for our clients, set up two Whats App support groups and extended our Live Chat

support until late each weekday and on weekends. We committed to keeping the team intact and unfurloughed to support our clients in their hour of need and produced a Coronavirus Service Commitment that I know our clients really appreciated. Many of these changes will continue long after the pandemic so I guess there is always a silver lining (or an opportunity).

We've enjoyed working with our clients to help them adapt their business models to enable survival and then growth and have again been astonished at the positive, entrepreneurial spirit that exists in our region and further afield. If you'd like to bounce some ideas around over a virtual cuppa then please get in touch.

"It has given organisations in other sectors an opportunity to review their business models and adapt for the new world."



ANDREW STEELE

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

Finding a silver lining

When lockdown hit in March I was already at a crossroads with Rent East Yorkshire – my work-life balance was terrible, I had become disillusioned with the business and I was genuinely considering if continuing with the business myself was the best thing to do.



But then something unexpected happened - lockdown forced me to take a break from normal work routine, which gave me headspace. Don't get me wrong, it was a worrying time, and there were moments when I really didn't think we could survive it as a business, but it actually brought about all kinds of positive change.

We were forced to review, assess, and evaluate everything we do, from the processes we have in place to the types of clients we deal with. Our Assistant Manager, Emily, has been instrumental in that process, and the whole team will have different roles and methods of working but we all have renewed motivation (no one more so than me).

Rent East Yorkshire is now in a much stronger position than we were before – no one really knows what the future holds, but for now I am excited to have rediscovered my passion for the business and I am genuinely optimistic.



MARK EDWARDS

Mark Edwards is the Managing Director and founder of Rent East Yorkshire Ltd. He comes from a legal background and has been managing properties for a number of years. Mark has grown the business from its humble beginnings as a stall at Beverley Market to the modern, innovative lettings agency it is today. Away from the business Mark has a keen interest in cars and motorsport. He also enjoys following Hull City.

Surviving Covid-19

We consider ourselves fortunate to have come out the other side of the lockdown in one piece. Yes, our business was affected, but so much less than many other businesses and sole traders.

Fortunately, we able to keep our business going during lockdown as we'd already arranged for members of our team to work from home when things started

to get dicey back in early/mid March. Lockdown was still a shock, but we were prepared and, thankfully, were able to continue to support our clients, while keeping our team safe.

I am happy to say that none of our extended family or team succumbed to this awful virus and our business continues to grow. We have moved into new office premises at The Deep Business Centre now have our team working safely from the office.

So many businesses, sole traders, employees and families have suffered during this crisis. As a small business, to come through this part of the Covid-19 pandemic without having failed our clients or reduced our team makes me so thankful. It really does make me stop, think and be grateful for all that we have.



SAM WASLIN

I spent the last 13 years of my career working as a Virtual Assistant, specialising in legal transcription. I started The Call Answering Company last year following requests by my clients to monitor their calls. My eldest daughter, Emilie joined us in August 2019 and we became a limited company on 1 November 2019, when my husband Andy also joined the team.





Positivity through Covid

Remaining positive throughout these times has been a challenge. The Covid-19 outbreak has brought with it a lot of disruption to our daily lives, forcing us to adapt to a new way of life with very little or no preparation or thought. However, despite the negative consequences of the Coronavirus, we as a human race have taken these on the chin and done our best to make the best out of a bad situation.

Our CEO Martin uses a saying; “We can’t control the tide or the wind...but we can learn to sail”; which, is very apt for times like these. Although we can’t control certain things like Covid-19 from occurring, we can learn to deal with and embrace the outcomes of it. Whether we’ve been remote working, home schooling the kids, or shielding;

"Whether the Covid-19 outbreak has brought new business opportunities, new skills or new connections we can all take something positive away from the Coronacoaster we've been riding."

we've had to quickly adapt to a new way of living, and take these changes in our stride.

From a business perspective, in order to thrive during this unusual period, organisations have had to adapt their business model, products and processes in order to survive. We at T2 are no different. Instead of offering face-to-face training; we have had to explore other avenues in the shape of live virtual training and online executive



coaching. We have also responded by shifting our focus from offering traditional classroom training to online learning via our platform, the T2 Hub. We have faced the pandemic with a challenge state, positive mindset, and thrived as a result.

Whether the Covid-19 outbreak has brought new business opportunities, new skills or new connections we can all take something positive away from the Coronacoaster we've been riding.

MARTIN JOHNSON

Following 5 years service in the Royal Navy, 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 Founder and CEO of Trans2 Performance and is highly regarded for his expertise in Organisational Culture, Organisational Design, Leadership, and Human Performance.

Anti-Bacterial Printed Coatings

These are unprecedented and challenging times for the majority of businesses worldwide. I hear the outcry to be diverse and change our selling habits. As a manufacturer in the Digital, Lithographic and Design industry I am now seeing customers shying away from printed matter as a media. Print is a product that's handled and passed from person to person. Isn't this the norm for most things that are handled at some stage?

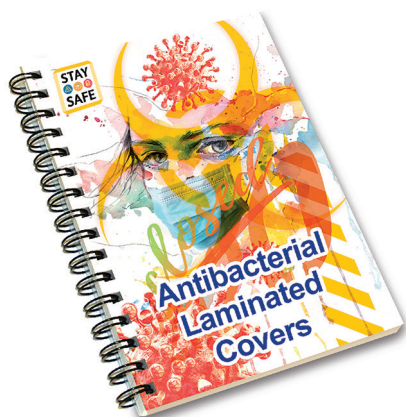
Jadan Press needed to think outside of the box - we produce ink on paper, so you ask yourself is this an easy task - well, NEVER the defeatist, we sourced a laminate film with an Anti-Bacterial Gloss or Matt finish. It can eliminate 99% of bacteria that comes into contact with the film. No matter how many hands touch the product, the film will remain free of bacteria. It has the intended lifetime of the product it's added to, and it is built-in and doesn't wear off or leach out. And it is tested according to ISO 22196.

As we are all aware, COVID-19 is a virus. It is drummed into us how important it is to wash and sanitise our hands. The anti-bacterial laminates gloss/matt and is an ideal outer covering for many products: book covers, catalogues, training manuals, business cards and our big seller, menus.

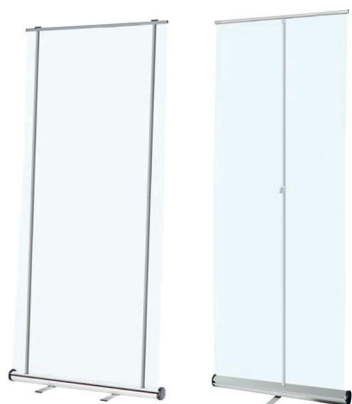
Our customers and their target audience are at the heart of the matter - Jadan Press for print that gets you noticed. Worth a visit if you think print is a dying industry:
www.jadan-press.co.uk &
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Disposable Menus printed on 80gsm uncoated paper, designed to be used once and then thrown away



"We sourced a laminate film with an Anti-Bacterial Gloss or Matt finish. It can eliminate 99% of bacteria that comes into contact with the film. No matter how many hands touch the product, the film will remain free of bacteria. It has the intended lifetime of the product it's added to, and it is built-in and doesn't wear off or leach out. And it is tested according to ISO 22196."



PAMELA WAINMAN

Pamela Wainman - Managing Director of Jadan Press Limited.
Digital, Lithographic Print & Design.

Started my working career in Shipping & Forwarding, handling the agency for Hapag-Lloyd to Indonesia. I had a short break when I had a family but returned to work as a Personal Assistant for a local family owned (Bookies) Turf Accountant. In 1999 I was employed to run Jadan when the then owner emigrated to Australia - 2 years later I 'loved it so much, I bought the company'!

Twitter: @jadanpress
Facebook: /JadanPress

Empowering Schools, Parents and Children Through the Pandemic

C 4DI based EdTech start-up Good2Learn, is helping pupils aged 7-14 from all over the world continue learning with online Maths and English lessons.



"Good2Learn is designed by teachers, loved by kids and backed by schools. Our short and engaging video lessons and interactive exercises give instant feedback to children and monitor progress to help parents and schools pinpoint strengths and areas for development," Paul tells us. Paul Mandalia launched Good2Learn in 2018 and the multi award-winning platform is now helping children worldwide to continue learning.

"We've had visitors to our website and enquiries from an incredible 121 different countries since the start of the pandemic. Parents throughout the UK and globally have signed-up to support and consolidate their children's Maths and English learning in these very challenging times."

There are also growing numbers of local schools using Good2Learn to ease teacher workload and to support pupil learning. These include South Hunsley, The Compass Academy, The Aspire Academy and recently Malet Lambert.

"We're also supporting over 300 Looked After Children with Hull City Council's Virtual School," Paul adds.

"Everything is cloud-based and Good2Learn can be used on any connected device."



PAUL MANDALIA

I'm passionate about making a difference in young peoples educational development and helping children to grow in confidence, both in and out of the classroom. My biggest reward is seeing children's lives being enriched and empowered by having easy access to quality education.

Good2Learn is currently offering a free 14-day unlimited access trial for families. Schools can contact Paul directly: paul@good2learn.com



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"What a great service from a great team! Whilst facing the challenges imposed on our business by COVID-19 over the last few months, we decided to take the opportunity to update our approach to HR. We couldn't have found better support from Humber HR People. They encouraged us to reflect on our business & supported us in implementing changes which have been really well received by our staff as we navigate returning to work from our offices & manage the new normal.

We are really looking forward to continually working with you, thanks again!"

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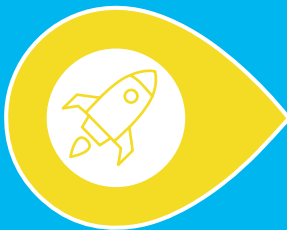
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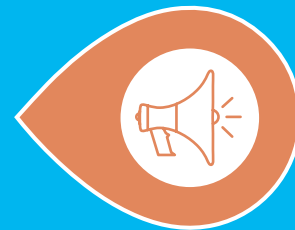
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