

THE BUSINESS CULTURE

Hull

N° 07
SPRING 2021

BOUNCING BACK FROM COVID

HULL COLLEGE

Delivering learning during a pandemic

SMAILES GOLDIE

Know your numbers: the importance of real-time accounting data

JAMES LEGAL

New Managing Director for James Legal



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Welcome

This year Spring has even more significance. Not only is nature coming to life around us but we are also emerging from lockdown and moving away from the darkest days of the pandemic.

What will the 'new normal' look like for your business?

Whatever you have planned you have The Business Culture Hull behind you. Our members have been amazing in the way they have rallied to support and collaborate with each other and this continues in our new networking groups and in our regular meetings.

Our numbers are growing rapidly as more companies realise the breadth of benefits that come with membership.

Michelle and I are counting the days to when we can see you all again in person. Fingers crossed that will be very soon.

Best wishes



As the country takes a deep breath and starts to emerge from lockdown, we are feeling optimistic for what lies ahead.

Over the last year, our members have been amazing at collaborating with one another. We know as we are able to meet up in person and rekindle connections and friendships that TBCH will go from strength to strength.

We look forward to being with you on the next phase of your business journey.

Contact me on tony@tbchull.co.uk

Tony Bowler

TONY BOWLER

Founder and Business Connector

Bouncing back into a new era

Hello everyone, Jo founder of Pinx Creative here signing on for my first edition of **The Business Culture** publication. I am delighted to be here working on this exciting project and working alongside local businesses to help them communicate their story.

The last 12 months has been something none of us have experienced ever before. Coping with the pandemic as business owners has been a challenge, and we now face a new era of recovery and bouncing back. The Spring Edition of our publication is dedicated to this.

One thing lockdown has taught me as a business owner and the reason I admire and work with The Business Culture, is the importance of coming together. While the pandemic has graced our doors with unprecedented issues and challenges, I speak to many people daily who reflect on the opportunity to reset, review and change things about their lives and business. This edition is packed full of advice and information from other business owners on what you can consider bringing to your business and we hope you enjoy reading it.

We're keen to receive ideas and suggestions on content you'd like to see in future publications – drop me a line with your suggestions. If you're not yet a member of this fantastic community, feel free to contact Tony or myself to discuss 'coming together' for the common good.



Joanne Pinkney

JOANNE PINKNEY

*Pinx Creative – In partnership
with The Business Culture Hull*

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Members' wish list shapes new-look networking groups

Our Members are the heart and soul of The Business Culture Hull. When they told us they were looking for a fresh approach to networking we not only listened but we tore up the rulebook and together created something completely different to what was on offer elsewhere.



At the start of the year we launched Venn and Marvel, two groups which are at maximum capacity and we have new groups that are filling-up and will be ready to launch imminently.

Staying true to our values, the new networking arm builds on our ethos of mutual respect and collaboration rather than pressure to introduce business. The groups are an optional extra for Members and give them the best of both worlds – a business club and the chance to participate in referral marketing, if they wish.

The groups adopt the one seat per sector model, along with fortnightly meetings at times chosen by Members – currently one early morning and one early afternoon. Members introduce themselves, have a 1-1 conversation with another Member and there is a ten minute presentation where one business showcases what they offer. Business referrals follow due to the strength of the bonds that Members make with each other.

As an added bonus we offer a Membership Directory and each company also has their own micro-site where they provide an overview of their business. This is fantastic publicity as every time Michelle and I promote The Business Culture Hull we are bringing visitors to our Members' virtual doorstep.

This new style of networking is proving extremely popular. We have had an influx of new businesses who have been drawn to the wealth of benefits that membership of TBCH brings.

We are excited to see what our Members come up with next!

For more information please email hello@tbchull.co.uk.

Tony and Michelle Bowler

“This new style of networking is proving extremely popular. We have had an influx of new businesses who have been drawn to the wealth of benefits that membership of TBCH brings”



Covid-19: When the going gets tough

This saying has rung truer than ever, recently. If you own a business in a sector badly-hit by the pandemic, you might be at your lowest ebb, but with the end of this third, national lockdown hopefully in sight, now is the time to really dig in and find those personal resources that will get you over the finish line in the best possible shape.



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Darren's 10 tips for ensuring yours is one of them:

1. Streamline. Ditch unnecessary expenditure.
2. Think outside the box. What CAN you sell to generate income and keep customer relationships warm, ready for the 'big return'?
3. Market yourself. Now's not the time to be invisible!
4. Give a little. Offer your customers something worthwhile to retain their loyalty.
5. Get match-ready. Use this enforced downtime to review your systems and processes.
6. Brace yourself. Chances are, you'll be inundated when lockdown ends, so be ready to give a good experience.
7. Form a plan. Set goals based on what you DO know.
8. Take control of your finances. How will your numbers support your objectives?
9. Keep creditors on-side. Talk to them to agree a recovery plan.
10. Don't panic! There's always a solution, so pour that worry-energy into positive ideas.

“Now is the time to really dig in and find those personal resources that will get you over the finish line in the best possible shape”

Peacock Finance founder, Darren Peacock, said: “This year has been a tale of two halves. Many businesses I work with have seen sales skyrocket, whereas, of course, the likes of beauticians, hospitality and leisure outlets have struggled.

“But it's at times like this that proactive businesses have the greatest opportunity to shine and there have been examples of real ingenuity as some have pivoted to add profitable new lines, like hairdressers selling home colour kits. It's this kind of creativity which will ultimately decide which businesses emerge well from the crisis.”



Delivering learning during a pandemic: The online era

The Covid-19 pandemic has had a huge impact on everyday life over the past twelve months. Business, culture and academia have all faced levels of disruption not seen in generations as a result of the lockdown measures put in place to tackle the spread of coronavirus.



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“Working with employers and the Job Centre, we successfully managed to find a way to deliver our training experience fully online”

However, Hull College has continued to offer fully-funded skills training for workforces and support unemployed individuals to move into work and training opportunities through its online learning platform.

“Online learning has become key throughout lockdown and that will no doubt continue to be the case post-COVID,” explains Simon Bowman, Team Leader at HCUK Training. “As a team, it has been great to work with and help a wide range of businesses and learners - aged from 19 all the way to 60 - over the past twelve months.”

“Although no-one knew how long we would be in lockdown for when it was first introduced last March, we knew that we would have to change our approach somewhat if we wanted to continue providing our services to both businesses and learners.”

“Working with employers and the Job Centre, we successfully managed to find a way to deliver our training experience fully online. This resulted in us providing courses ranging from customer service and food safety to manufacturing skills and health and safety, although we found the biggest uptake was for qualifications in awareness of mental health problems and digital skills, and successfully delivering over 16 Sector Work Academy Programmes online for more than 10 employers.”

“And courses are still running now as we continue to work with employers wanting to upskill their existing workforce, along with supporting those who find themselves unemployed and looking to get back into work. The whole experience has been very rewarding and we look forward to more success stories throughout 2021.”



SIMON BOWMAN

Team Leader at HCUK Training

A certified professional in Training & Educational Practices (CTP) and an Associate member of the Chartered Management Institute (CMI), Simon boasts more than 20 years of learning & development career experience, delivering consistent high performance and successes in the effective design, delivery and evaluation of learning solutions. He has worked at HCUK Training for 11 years now, starting as a tutor before progressing through the ranks to manage the team that delivers fully-funded, high quality, employer-responsive training courses across the Humber, East Yorkshire and Lincolnshire.



Welcoming our new MD, Simon

We're delighted to announce that our solicitor, Simon Young, has stepped in to lead James Legal into its exciting next chapter, alongside his fellow Directors, and founder and Chief Executive, Nick Miller.

Experienced business lawyer Nick founded James Legal just over a decade ago, with the aim of taking a 'fresh approach to law' by bringing fee transparency, a human touch and a commitment to 'doing things right', to a traditional sector whose reputation for being expensive, aloof and hard to work in, needed a facelift.

James Legal has grown tenfold since, opening our second, Beverley, office, in 2020, to complement our original, Hull site.



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We've just experienced our most successful year yet despite the historically-challenging COVID-19 pandemic, something Simon is looking forward to building on in the years ahead, alongside fellow directors, Cheryl Leaning and Kelly Bannister.

And Simon, who specialises in commercial litigation, is fired up about what lies ahead. "We've got the best team of people, who are absolutely committed to the firm and our clients," he said.

"I'm looking forward to further consolidating our outstanding service by looking over the horizon at new solutions, like using new technologies, to meet clients' needs even better than we do now."

Nick added: "There has never been such an exciting time for James Legal, and Simon has proved himself immensely capable, particularly during the unprecedented circumstances of the past 12 months.



"He espouses the qualities of integrity, trust and honesty that are fundamental to us, and has led the effort to adapt our business to ensure we provided an uninterrupted service while supporting and nurturing all his colleagues during what has been a very difficult time for everyone."

"I'm looking forward to seeing what he and the rest of our team can achieve together."

To find out more, visit jameslegal.co.uk

What makes James Legal different?

Transparency: We ensure clients understand our recommendations, and how much any legal work will cost up front

A 'don't fall!' approach: We build strong relationships, and offer sound advice, to help our clients avoid 'cliff-edge' problems arising

Flexible solutions: We build bespoke support around each client's needs

Clients' best interests: We tell it like it is, even if that means advising against costly legal action

Supporting Yorkshire & Humber businesses: our Inspiring Business campaign has brought together hundreds of businesspeople and handed out over £60,000



Mindset Magic for Post-Covid

“Whether you believe you can, or whether you believe you can't – you are correct” - Henry Ford

The very wise words of Henry Ford have never been more relevant than during the last twelve months. The Covid-19 pandemic has been many things to many people, not least of which has been a massive impact on businesses and business owners themselves.



Mental resilience has been a prerequisite to get through the last year and it's not going away – not any time soon. The last year has been really tough - the hardest twelve months that most business owners have ever seen during their lives. Adapting to the new 'normal' – or however you want to describe the last twelve months – has tested business owners like never before. But adapt we've had to. In the equally great words of Charles Darwin,

“It is not the strongest of the species that will survive, nor the most intelligent; it is the one most easily adaptable to change”
– Charles Darwin

Business owners have had to adapt massively during this last year, in many cases, just to survive.

Surviving, and the mental resilience to ensure we were still going to be around once the pandemic started to abate, has tested us like nothing before. And it's hard. And it continues.

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As the world starts to open back up again we have to be ready for what's coming next. For some, it will be like a tsunami of new business, for others it will be diversifying quickly into new markets, for others it will be getting all their staff back. What is definitely happening is we are going to have to adapt again to the new 'normal' – whatever that may look like.

Working alongside business owners over the last twelve months has seen us major on mindset. We have worked with some businesses who have had almost zero revenue – a wedding venue, and a travel agent, for example – and yet they are still here, still in existence and ready for welcoming back customers new and old. Why? Because they never stopped believing they would be here (see Henry Ford above). Mindset will continue to play a massive part for business owners as move forward. If you need any help with moving in the right direction, give us a call. As the legendary Jim Rohn once said;

“What happens, happens to everyone. It's what we do about it that matters”

What are you going to do?



JOHN McHALE

John McHale is the Managing Director of a high performance, multi-award winning ActionCOACH Business Coaching practice providing external, impartial, expert business coaching to a diverse range of businesses in the Yorkshire and Lincolnshire region. He works with successful, ambitious business owners to not only achieve abundance with sustained profitable growth, but also to achieve the life goals business ownership enables. He brings experience, education, support and accountability to help owners step out of the running of the business, see the issues and address them in a manageable, but successful, way AND his 1:1 coaching comes with a moneyback guarantee.

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Apex strengthens team and delivers new products to support local business

People now realise that business and income protection are an essential part of a business strategy to guard against unexpected or unforeseen events.

“In response we have grown our team of advisors to 26 and increased our range of protection products for businesses and individuals.”

During the last three months Apex has supplied protection products to 320 clients and demand continues to grow.

Now Apex has added a new service called the Executive Income Protection Scheme which pays up to 80 per cent of monthly salary or 80 per cent of provable income for the self-employed.

This is a brilliant product which covers individuals should they suffer an injury or illness preventing them from doing their job,” said Lewis.

It adds to Apex’s armoury of protection solutions which includes Key Person Protection, Business Loan Protection, Life Plans for employees and Share Protection cover.

“Sadly serious illness often occurs without warning and can be devastating for the individual, their family and business,” said Lewis.

“Our critical illness policies remove the stress and financial hardship in these situations. For example, one of our clients in her 30s was diagnosed with cancer, fortunately, she had taken out critical illness and income protection cover with us which resulted in her mortgage being paid plus payments of £1200 every month until she recovered.”

More information on Apex Mortgage & Protection can be found at www.apexmp.co.uk



LEWIS PAPA

Lewis Papa set up Apex following a career in the British Army where he served as a commando with 148 Battery seeing active duty in Afghanistan.

He was educated at Pocklington School and had a successful career working in financial services including a spell with Barclays as a mortgage and protection advisor before realising his ambition of joining the military. He formed Apex in 2020 to provide financial services to individuals and businesses and to serving and former military personnel. Since then the business has more than doubled its team of advisors and won national awards for its products and service.



Know your numbers - the importance of real-time accounting data

Data-driven decision-making was until relatively recently the preserve of the largest businesses. However, the proliferation and rapid evolution of cloud accounting platforms have democratised the ability to make decisions based on comprehensive and up-to-date data in a way that has never before been possible.



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Implementing real-time accounting via a cloud platform allows you to keep track of every single transaction in and out of your business, and identify areas that are doing well and those that require you to make some changes.

Businesses often see the most significant benefit of real-time accounting data in their Income Statement or Profit and Loss reports. Using the latest technology, you can see how you are doing and what your overall profitability is like at the click of the button, day and night, anywhere in the world.

Using the platforms that are out there and many associated applications, which allow you to automate much of the data collection and collation tasks, you can compare previous periods, check different channels and compare how each is doing against one another.



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Unlike traditional accounting, there is no waiting for the month-end, your information is there, 24 hours a day, just waiting to be accessed when needed.

Having total oversight of your business at all times is a powerful tool that can help when seeking new investors or if you need to speak with your bank manager or if you are concerned about financial impropriety within the business – all the information is at hand.

Our team are experienced in advising businesses on selecting the most appropriate cloud platform for their needs and on how to make the best use of the data.

Please contact us today to find out how we can help you transform your business.



LUKE TAYLOR

Luke is a general practice Chartered Accountant and has experience working across a wide range of business sectors including media, technology, engineering, not-for-profit (including Academies) and processing industries. His client base includes owner managed businesses and large corporate groups as well as charities and other not-for-profit organisations.



Bouncing back from Covid - Confessions of an Independent HR Consultant

Well, what a year! I am sure that I am not the only person that says that, but I can honestly say in all my years in HR I have never experienced anything quite like it! I have seen some incredibly positive outcomes for people despite the doom and gloom on the news. It has been a true test of my experience, knowledge, skills and, perhaps not to be under-estimated my emotional resilience!

My own experience has been an extremely busy year and I have had the opportunity to collaborate with lawyers and other HR Consultants on a variety of issues, whilst also benefitting from Zoom and Teams not being a barrier to geography, even managing a grievance for a UK subsidiary of a US company despite time differences.

Operating within the SME market, I have been encouraged by their sheer determination to succeed in the circumstances and how HR can really support a business!

I have been involved in supporting employers with their communications with employees to keep them updated, so important whilst they have been furloughed.

Some clients have reported that this has improved employee engagement and I quote one employee 'I don't think I really knew my line manager until all this happened'. Goes to show how the challenges of a pandemic has encouraged greater openness and strengthened employment relationships.

The other side of the coin has been aiding companies in taking stock, restructuring, and consulting with staff about potential changes and redundancy. However, by implementing actions to bounce back from COVID there has been opportunity for employees to undertake new challenges in the future and in some cases redundancy processes have been abandoned as clients have exploited new opportunities.

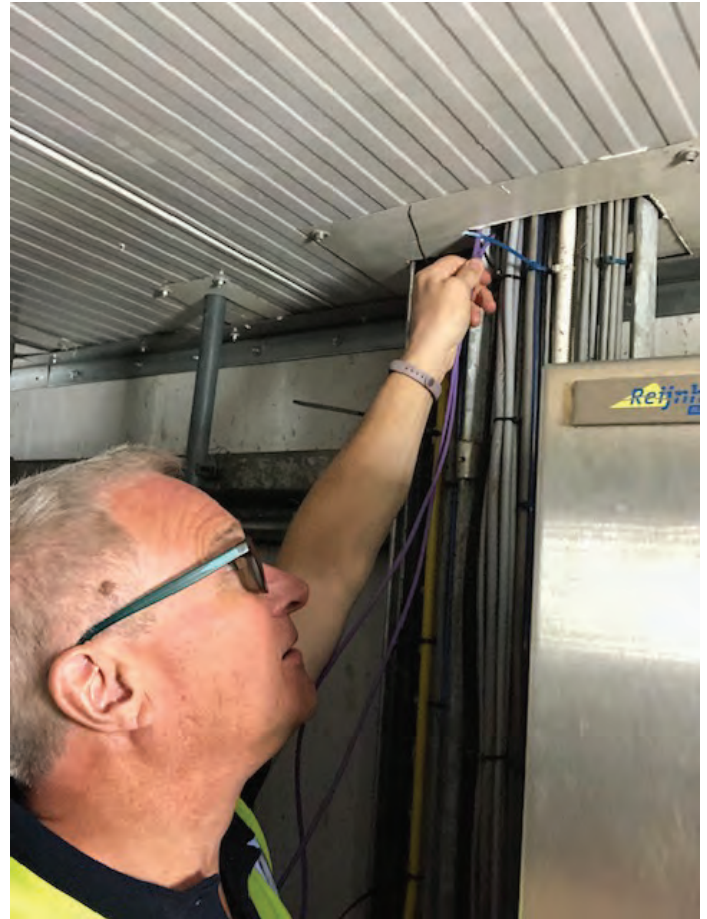


ALI DAVIES

Ali Davies has run her independent HR Consultancy since May 2012. Ali started her HR career in the early 90's having studied business studies and HR (well it was called personnel then) at Teesside Polytechnic.

Throughout her career, people development has been a theme and she trained as a teacher in the mid 90's, teaching HR practitioners their professional qualifications within higher education.

Ali is a keen shooter and can't wait to bust some clays and give the firearms a good airing!



It's not just a good idea - it's Genius - Telecommunications beyond lockdown



If 2020 taught the world anything, it's the importance of a good internet connection. Homeworking, video calls, streaming, education, and accessing life 'online' has become the new norm. Fast-forward to 2021 and the world is on the edge of normality. The children are back in education, but what does the rest of the year look like? Businesses continue to be ran from the home and many continue to do so for the foreseeable future.

For any business owner, a good connection is as important as other utilities such as heat and light. Businesses are being ran from the home or small office, and while a strong connection may feed into the home, what happens beyond this?

Our experience of 2020 has taught us some key lessons that we'd like to share with you:

- **Security** – the mixing of business and pleasure can result in security issues on a home connection where multiple downloads or gaming is in place. Malware can be shared onto the network creating security issues for your work network.
- **Signal strength** – for those running businesses in the home, sharing a connection or phone line can bring its challenges. A dedicated business broadband and telephone connection is a viable option using 4G technology.
- **Internet usage** – whether you're a home-based business or have small premises, how do you filter and manage usage for both home and work demands.

In addition to home technology, we support sole traders and larger corporations with opening up to the public again and maximising the marketing opportunity available in recovering from COVID. We work with retail and hospitality to help them use their internet connection to engage with their customers and create awareness.

An important part of our ethos is helping our customers get the best phones and broadband connectivity. By understanding their situation and working with national providers including KCOM, we provide the best available service to support their customers.

Genius Technology Solutions are based in Lincolnshire and support the whole of the UK with connections across the world. We offer telecommunications and WiFi solutions for businesses and homes in Hull and the East Riding. To find out more get in touch.



TONY SMITH

Tony began his career in Lincolnshire Police in 1979 having come from a farming background. After 30yrs, achieving the rank of Chief Inspector he retired in 2009 and looked for new challenges.

He has chaired two charities - one supporting Romanian Children and another providing Counselling & Mediation Services. He is also a trained Hostage Negotiator and Mediator.

On 2011 Tony started supporting his son Ben in a venture that today has become Genius Technology Solutions. The company provides phones, broadband connectivity and WiFi Solutions to businesses across the UK and in 2019 were chosen as a SmallBiz100 and were runners up in the British Business Awards as Technology Business of the Year.

Tony is passionate about helping others and sees collaboration as the best approach to business.



Making our region greener. It's your business

Have you heard the news? Businesses are already responding to a major new business-to-business survey investigating how the region's SMEs are gearing up to 'build back better' after the twin challenges of Covid-19 and Brexit, and prepare for the UK's Green Recovery. If you haven't already taken part, now's your chance to have your say.



At the University of Hull's Aura Innovation Centre, we know that SMEs are critical to meeting the 2050 Net Zero targets set by the UK Government on all carbon emissions. This is why we want to ensure that Humber businesses, like yours, are supported through the transition to the low-carbon future.

Your views will help us better understand your current challenges and shape the support we provide to SMEs over the coming decade.

The Future Net Zero Survey takes around six-minutes to complete. It includes questions about how your business is currently being affected by Covid-19 and Brexit, and your attitudes towards reducing your business's carbon footprint.

We want to hear from businesses of all sizes and in all sectors, and all responses will be confidential.

If you are currently trying to understand what the Green Recovery might mean to your business, why not also join us for the return of our popular Energy Breakfast series?

We will discuss what it means to build back greener and outline the region's Net Zero challenge. You will also have the opportunity to hear from local SMEs on how they are dealing with the challenge, reducing costs and carbon outputs. For more information and to book your free place, visit: aura-innovation.co.uk/events

Join businesses like Kingstown Works Ltd (KWL) in having your say on green issues affecting our region:

“Businesses have a responsibility to be aware of their impact on the environment and completing the Survey is an ideal starting point to determine where improvements can begin.

*“At KWL we have a clear focus on reducing our carbon footprint and we are excited to be working with the AIC to help our business to achieve further carbon reductions.”
Roger Grannon, KWL, Hull*



Spring has sprung and normality is on the horizon. For many of us, it's back to the office, re-opening for many and the return to a completely new world. As the world adapts to huge changes for business from supply chain to customer behaviour, what Marketing advice can we offer for the post-COVID recovery era?

Redefine and re-set

The most important step for a business is to take a look at what has changed in terms of their market and environment. Do your business objectives and plans need to change? Many of you will have been ingrained in diversifying and adjusting during the pandemic but what does this mean now in practical terms? Does your previous business and brand stack-up in the new world? Do product propositions and messages need to change?

Marketing advice for the Post-COVID recovery era

Develop a short action plan of what has changed and work through as a list of priorities. For example, offering online consultation or offering services in a different way.

Everything Online

It is anticipated that as lockdown restrictions are slowly reduced, there remains a great unknown in terms of when life will truly return to normal. Both as a measure to communicate with more customers and support those who wish to continue engaging at a distance, there has never been a better time to ensure your business is operating online to its maximum potential. The levels of community groups and other online engagement has never been higher. Many businesses are implementing solutions to handle complete business processes using their website, self-service technology or through building support groups to engage with their audience. What could you implement to keep business flowing?

Customer loyalty and retention

If bringing in new customers is a challenge due to the economic climate, it's a great strategy to focus on your existing ones. Particularly those who stayed with you despite the pandemic.

By thinking and understanding their needs you can tailor communications to show you are working with changing restrictions, adapting your offer and issue tailored offers or loyalty programmes accordingly.

Use social media and emails to continuously communicate and drive engagement. By getting smart with planning and considering what's changed alongside the needs of your customers, you can time re-launch as well as showing your customers you really care.



We're always here to offer advice and a helping hand through these difficult times. For a no-obligation chat on marketing needs in the new world, contact jo@pinxcreative.co.uk

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Ten tips for creating an exceptional customer experience

- 1. SMILE:** If you smile at someone it is contagious and they will smile back at you. You will make them feel good and you will feel good at the same time. The next time you are greeted at a reception desk, see if the person behind it is smiling and reflect on what the experience was like afterwards, I guarantee that if they were smiling it will have been a positive one.
- 2. The greeting:** What is your opening line? What do you say when you answer the phone? Do you have a standard professional greeting such as: "Good morning/afternoon/evening, Welcome to [insert company name], Gavin speaking, how may I help you?" This opening line will help to set you up for success because you will be in the mindset of being in service.
- 3. Exchange names:** When it comes to creating an emotional connection between you and the person who you are speaking to, it's good to get on first name terms. One of the "3 Principles of Service" at the Ritz Carlton hotel is: "Anticipate the customer's needs and use their name." This is a very simple approach and it works.
- 4. Mirror the customer:** Have you ever met someone for the first time, and you have just got on with them like a house on fire? You just seem to gel? On the flip side, can you think of someone who you've met for the first time and you've not got off to a great start? Well, that's all about a difference in communication style. Some people are assertive, very direct and to the point, whilst others are more emotional, empathetic and friendly.

So, adapt your communication and be more like the person who is speaking to you. Tune into their words and make a conscious effort to adapt your communication style to suit the person who you are speaking with.

5. Use simple language

Many businesses are drowning in acronyms only they understand. When it comes to the language that you use, just Keep It Simple Stupid, which ironically is an acronym that I first came across when I was in the Army!! Keeping it simple makes it easy for your customers to understand what you are talking about and to reach a solution.

6. Be interested The more interest we demonstrate in our customers the more interest they will have in us. A great book that will help you to understand and appreciate the power of this is a book called "Influence" by Robert Cialdini.

One of the six things that we can use to influence people is called "Reciprocation", in other words if you do something nice for someone they will do something nice for you in return. The influencing method plays out when you show an authentic interest in the person who you are talking to. Give it a go in your next conversation, be interested, ask more curious questions, be conscious of when you are talking more and do something about it.

7. Ask great questions This is a good thing. The mistake that we make is that we can often focus too much on our solution and not the customer's needs.

When it comes to "Asking Great Questions" we need to move off the solution and focus more on the person who we are speaking to. Great questions will give you a lot of information. Move off the solution and focus more on the person with whom you are speaking.

8. Acknowledge: It takes between 4-7 seconds to make a first impression and there are so many people who don't get it right. Not only is it important to acknowledge customers when they come into your premises, it's also important to acknowledge what they say.

9. Create a memorable experience: There are countless businesses that are doing the same thing as you, and so what can you do that will help you to stand out from the competition? Experience is a memorable one. When it comes to how people think and what they remember, we remember things that stand out that provide a "Wow" moment. These things do not have to be massively symbolic - if you simply remember a small detail about someone during a follow up meeting or call and ask them about it, then that will stand out.

10. End on a high: You have to make sure that you provide a strong and positive lasting impression.

In his book, "Thinking fast and slow" Daniel Kahneman talks about something called the "Peak End Rule".

After summarising the interaction and asking the customer if they have any questions, an example of a Peak End would be something like this: "Well, Hayley, it's been great speaking to you today, thanks for your time, now you have a great holiday in Spain, I'm sure your 3 kids will."



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GAVIN SCOTT

Gavin Scott is a Customer Experience expert. He has been delivering inspirational and entertaining seminars and workshops since 2009. He has over 20 years' experience working in fast paced market leading organisations, with key responsibilities ranging from managing tactical contact centre environments, to delivering forward thinking development interventions to all levels.

With a background in telecommunications, Gavin helped to move O2UK from 4th to 1st in the market place for Customer Satisfaction. In his role as Customer Service Manager he was responsible for circa. 200 FTE.

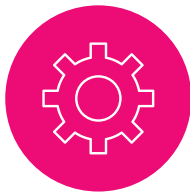
WWW.GAVINSCOTT.ME

ARE YOU LOOKING TO GROW YOUR BUSINESS AND NETWORK?

The Business Culture Hull is a friendly, open, and innovative business networking club covering the City of Hull and surrounding areas of East Yorkshire. Established in January 2016, we have over 200 member organisations representing thousands of individuals.

- Dedicated team
- Extensive local knowledge
- Help businesses to connect, collaborate and grow
- An alternative model of networking, referrals, and training
- Supports the individual and local economy.

MORE THAN A NETWORK



CONNECTIONS &
INTRODUCTIONS



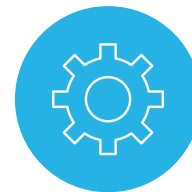
PERSONAL &
BUSINESS GROWTH



ADVICE &
SUPPORT



NETWORKING



PR &
PROMOTIONS

GET IN TOUCH

Email: hello@tbchull.co.uk

Web: www.thebusinessculture.co.uk/hull



BENEFIT FROM

CONNECTIONS AND INTRODUCTIONS

Let us introduce you to other members and their little black book. Engage in our members-only LinkedIn and Facebook groups. And if you are a member of one of the networking groups, take advantage of your own secure portal and microsite giving you additional brand awareness, lead generation and opportunities for referrals.

ADVICE AND SUPPORT

We're business connectors and always on hand to support our members with advice and local knowledge. Our 'Phone a Friend' service enables you to speak to an expert from within the group as-and-when you need them.

PR AND PROMOTIONS

Limitless opportunities to raise your profile and help you shine. Showcase spots at meetings to promote your business. Post stories and adverts for your services on our website. Share your news or advertise in our print publications and have your social media posts shared to our 15,000+ followers.

PERSONAL AND BUSINESS GROWTH

Round Table meetings are where members share their experiences and expertise for mutual support. These are complemented by regular training sessions on relevant business topics as well as live events, social gatherings and access to guest speakers.

NETWORKING

Fun and engaging live and virtual events. Large and small meetings. On and offline networking. Making introductions, helping you connect with other local companies and inspiring collaborations have been the hallmark of TBCH. Now, with the added bonus of our version of traditional networking.

One of the best decisions I have ever made was to join the Business Culture Hull!

LISA SMITH - CO-FOUNDER OF BUILD YOUR BUSINESS TRAINING



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CharitySaver launches income-boosting programme for Charities

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The Uniqueness of CharitySaver

The most notable element of the CharitySaver programme is that charities can consistently receive in excess of 100 pence in the £1.

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The financial impact of the pandemic has been financially devastating for charities. No charity that is doing good things should ever be forced to close. CharitySaver can help to make sure they won't have to.

Discover more about CharitySaver, and secure your no-obligation place in the programme, by visiting <https://charitysaver.org>



PAUL LAWTON

Chief Operating Officer, CharitySaver

Having spent his formative years serving in the military and financial services, Paul has spent the last 10 years in business development and sales. He is keen on supporting the Ex-Military Charities, small businesses and, more recently, charities in general.

Outside of CharitySaver, you will find Paul watching his beloved footie team, or actually playing football with his Grandson (Paul still plays 11-a-side at 60) or walking his dog.





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