

NORTHERN

INSIGHT

NOVEMBER 2017

DURHAM SCHOOL GIVES PUPILS 'CONFIDENCE FOR LIFE'

business | property | media | technology | education | motors | arts | leisure

issue 29

MORE THAN JUST BUSINESS SPACE...



...IN SUPERB LOCATIONS

Dedicated to supporting companies, the BIC offers flexible and affordable office, lab and industrial space to suit businesses of all shapes and sizes. But that's not all.

Our programme of business and networking events and support from our resident business adviser, means you can focus wholly on starting and growing your business.



FIND OUT MORE ABOUT OUR BUSINESS COMMUNITY
0191 516 6066 **www.ne-bic.co.uk**

The key to this
BUSINESS
is personal
relationships



In an age of social media, programmatic advertising and keyboard warriors, we've never forgotten that, at the end of the day, people buy from people so we've been mixing the very latest in technology with the very oldest of traditional values since 1999.

Silver Bullet: your truly integrated service

*Are you in need of a **marketing partner**? Talk to us*



@SilverBulletPR



Hello@silverbulletmarketing.co.uk

www.silverbulletmarketing.co.uk

t: 0191 261 7422

Silver Bullet:
marketing

Silver Bullet:
creative

Silver Bullet:
media

360

GROWTH PARTNERS



360 Growth Partners identify, coordinate and make the adjustments businesses need to accelerate growth.

Our Support

People

A business is its people. We focus on unlocking their potential.

Performance

A business needs the right systems and measures to grow. We provide the analysis and build the momentum.

Profit

We help you improve the bottom line in a sustainable and lasting way.

Let's talk

If you'd like to know how 360 Growth Partners can help your business, drop us a line to start the conversation.

start@360growthpartners.co.uk
360growthpartners.co.uk

PEOPLE — PERFORMANCE — PROFIT



FOREWORD

Welcome to the November edition of Northern Insight

With Winter upon us we are delighted to bring you another vibrant issue to keep you company during those long dark nights ahead.

Our cover star is Kieran McLaughlin, Headteacher at Durham School who looks at adding value to childrens lives in a fascinating double page article.

We celebrate the best of the regions Entrepreneurial talent with some fantastic pictorial coverage from the recent Entrepreneurs Forum annual awards dinner.

For Business Lunch we visit Terry Laybourne's new venue within Fenwick Food Hall and find the North East's restaurant king onto another winner.

Our popular On the Tee Box feature returns with a look at the lovely facilities at Ponteland Golf Club.

All in all much to enjoy and appreciate. We hope you enjoy it.

Thank you for your continued support. Till next month.

M. J. Grahamslaw
Michael Grahamslaw, Publisher

CONTENTS

NOVEMBER '17

Business News 6-7

Cover Story 8-9

Kieran McLaughlin - Durham School

Recent Appointments 12

Your Eye On The Region 36-37

Stephen Sumner - Explore Wealth Management

Entrepreneurs Interview 40-41

David Harrison - True Potential LLP

Property News 57

Media News 79

Staying Power 80-81

Antonia Brindle - Get Brindled

Technology News 96

Travel 120-121

Business Lunch 144-145

Porterhouse Butcher & Grill - Newcastle

CREDITS

Managing Director - Michael Grahamslaw

Design - Louise O'Rourke

Lead Photography - Crest Photography

Additional Photography - Gordon Taylor

Editorial Contributors - Jack Grahamslaw, Graham Courtney, Holly Grahamslaw, Gordon Taylor, Alex Nelson, Clarke Kennedy

www.northern-insight.co.uk facebook.com/northerninsight [@NInsightmag](https://twitter.com/NInsightmag)

All photos are copyright MJG Publishing Ltd and are taken solely for use in Northern Insight. If you wish to purchase a photograph please contact Michael Grahamslaw on mjgrahamslaw@outlook.com
Photo charges £50 for a single image, £295 for full buy out of a photo shoot. Advertising charges: There is a £25 charge for every set of amendments, following the first initial set of amendments, which are free of charge, for adverts designed by Northern Insight (MJG Publishing Ltd). Cancellations: If an advert is cancelled by the booker within a 7 day period prior to our print deadline, the advert will be charged in full, plus VAT.

Editorial

Editorial contributions should include a stamped addressed envelope. No responsibility is accepted for drawings, photographs or literary contributions during transmission, or while in the Managing Directors or Printers hands.

Editorial must be received by the 15th of the month or no responsibility is accepted for errors.

Advertisements

Although every care is taken to ensure accuracy the Publishers regret that they cannot accept responsibility for loss or damage caused by an error in the printing or damage to, a loss of artwork, transparencies or photographs.

Complaints will only be considered for up to a week after publication. Advertising must be received by the 20th of the month. No responsibility is accepted for errors.

UTC CONSTRUCTION UNDERWAY AT STEPHENSON QUARTER

Construction work and recruitment is well underway for the innovative North East Futures University Technical College (UTC) which is being established in Newcastle.

The development is a key part of the next phase of work at the city's £200m Stephenson Quarter, an ambitious development being led by regionally based Clouston Group.

The UTC, a new type of school offering innovative ways of learning for 14-18 year olds, will be centred around the specialist subjects of IT and health sciences.

Archaeological site inspections have taken place, the site near the Crowne Plaza Newcastle hotel has been cleared and foundation works are in progress. Structural steelwork is already starting to appear.

The main contractor, Galliford Try, has a tight schedule to complete the school project before September 2018.

David Clouston, Managing Director of Clouston Group, said: "Work is well underway on this exciting next phase at Stephenson Quarter. We're delighted



to see that the UTC is making great progress with recruitment and is getting the wholehearted support from the business community and the City Council."

Ultimately, some 600 pupils will attend the school, providing jobs for around 40 teachers along with 20 other ancillary staff.

The recruitment of students has been underway for several months, with a recent largescale event held at Boiler Shop, Stephenson Quarter, for the first intake.

Cllr Ged Bell, Cabinet Member for Inclusive Growth at Newcastle City Council, commented: "We supported the UTC in finding the right site to achieve their ambitions; the Stephenson Quarter was the perfect fit given its proximity to both Newcastle's main transport hub and to the city's commercial centre. We very much welcome their focus on developing skills in our major growth sectors of life sciences and digital technology and we wish it every success."

HOUSEBUILDER ON ACQUISITION HUNT FOLLOWING SUCCESS OF FIRST SITE

A new housebuilder is looking to acquire further new sites across the North East following the success of its first development.

Tantallon Homes, which collaborates with North East-based contractor PCD UK, is nearing completion of its development in Dudley, Northumberland. The site comprises 14 three and four-bedroom three-storey homes and already all of its four-bed homes have been reserved, with strong demand for the remaining properties.

The company is led by Peter Stoker, who retired as commercial director of Bellway in 2011 after 30 years with the business, and James Bell, whose family founded the Newcastle-based giant in 1946 and is now on the lookout for further sites to develop across the North East. Negotiations are already underway over a number of potential new locations.

Craig McClen, Founder and Director of PCD, said: "The combination of Peter's expertise on the financial and operational side, alongside James' housebuilding heritage and my experience of creating high-end developments, is something that sets us and our projects apart. We are very ambitious and are keen to look at further opportunities across the region.

"Our development in Dudley is a small but high-quality project in a very well-situated part of Northumberland, which also occupies a central location in the village. Demand has been high since plans for Tantallon Court were first announced. We are keen to replicate the success of Dudley elsewhere and are



continually on the lookout for potential new sites."

Tantallon Homes has been supported with its first development by law firm Sintons and its specialist residential development team.

It pays to advertise...

...but you have to do it with the right people.





HRH THE DUKE OF GLOUCESTER OPENS OFFICE DEVELOPMENT

HRH The Duke of Gloucester has unveiled a plaque to officially open Standing Stone Farm, an 8000sq ft eco-friendly office development within Matfen Estates, close to Matfen Village in Northumberland.

There are 12 self-contained units within the development, situated over two floors. The majority of offices have already been let to a range of businesses and only 3 offices remain vacant.

Heating and hot water are provided by a sustainable biomass system and there is also an electric car charging point, ample parking and plenty of space for bikes. The fully managed site incorporates showering, changing and kitchen facilities, disabled access and offers 24-hour access to tenants.

In addition, Standing Stone Farm tenants can enjoy preferential rates on accommodation, dining and golf and spa membership at the nearby four-star Matfen Hall Hotel.



TAIT WALKER BRIDGING THE GAP WITH DURHAM EXPANSION

Tait Walker, the largest independent accountancy firm in the North East, has announced the opening of its fourth North East office, taking up residence in Durham city.

The new base will bridge the gap between its Newcastle, Morpeth and Teesside offices that are home to its 155 staff, giving full coverage of the region.

Tait Walker's new office, situated at Salvus House in Aykley Heads, will provide the platform for the company to further its services in the Durham business community. The team brings leading expertise in the manufacturing, construction and tech sectors in particular to the local area.

In the last 10 years, Tait Walker has completed the most corporate deals in Durham out of any financial or accountancy firm, including the Middlesbrough College acquisition of Durham-based NECC Training.

The new office coincides with Tait Walker's 80th year celebrations and recent expansion of its head office in Gosforth.



MUMS FIND THEIR TRIBE WITH KIDS CLOTHING AND GIFT STORE

Julie Marsh and Vicki Turner, both mums to two young children, have turned their love for finding quality children's clothing into a new business venture with the launch of children's clothes and gift shop Tribe in the centre of Tynemouth village. Catering mainly for new-born through to 10/11 year olds, Tribe is already proving a welcome addition to the exciting retail mix on Percy Park Road.

The enterprising pair have secured listings with highly regarded as well as new and exciting UK and European based designers, whose clothes are not available anywhere else locally. They are also waving the flag for unisex clothing which appeals to boys and girls alike.

Tribe was supported by North Tyneside Council's Business Factory programme which worked with the pair to ensure that their business plan was robust enough to withstand the harsh realities of retailing and offered encouragement and support in areas which the pair lacked experience.

COMMUNITY PROJECTS PUT THE GLOSS ON ASHINGTON LAUNCH

Despite only recently launching its new £100 million facility in Ashington, leading global paint manufacturer AkzoNobel has already made a positive impact on the local community.

Throughout the construction and commissioning phases of the new plant, AkzoNobel Ashington has been actively engaging in a number of community projects as part of the company's Dulux Smarter Spaces and Human Cities initiatives.

The AkzoNobel Human Cities initiative is about bringing colour to urban environments and celebrating local heritage and history within communities.

As part of an ongoing Ashington Town Council project to rejuvenate the town centre, AkzoNobel commissioned two artists to paint commemorative murals on each side of Station Road, celebrating Ashington as a place to live and work.

AkzoNobel has also been involved with a project at Bothal Primary School, as part of an initiative to help bring the school's STEM suite to life.

Dulux Smarter Spaces is AkzoNobel's campaign to improve teaching and learning environments through thoughtful and inclusive design. This is a collaborative process during which AkzoNobel works with teachers and children to create spaces that are inspiring and beautiful.

synergi

NINTEX

intelligent process automation

Nintex drives efficiency and manages your processes, across cloud and mobile.

Find out how Synergi can supercharge your process automation.

Get in touch with us by calling 0191 477 0365 or visit www.synergi.it

Give us your advertising budget. Get some change.

Our expertise will help make a difference to yours.



THE MEDIA PLANNING & BUYING SPECIALISTS
www.mikelynachadvertising.co.uk

DURHAM SCHOOL - ADDING VALUE TO CHILDRENS LIVES

Durham School is in the top 5% of UK schools for “value added” at A Level, according to this year’s figures, which the measure of the contribution a school makes to a pupil’s progress.

It is a statistic that makes Headmaster Kieran McLaughlin justifiably proud “Because we are a relatively small school, we are truly able to focus on each individual child, and through the dedication and ability of our staff we bring out the very best in our pupils. This statistic shows that we help pupils achieve a far better performance than that which is predicted for them, through nationally recognised tests, when they arrive at Durham School.

“But it is not just in academic results that the School adds value; we are able to give our pupils opportunities to represent the School in sport, music and drama because of our size. Participating in these things helps to develop our pupils and contributes to their development and their confidence; our ethos of developing ‘Confidence for Life’ underpins everything we do.”

Headmaster Kieran McLaughlin is a Cambridge graduate and has driven the School’s strong academic record, with 20% of the Sixth Form applying to Oxford and Cambridge, but he believes the School’s strength lies in providing far more than just good grades.

“Academic prowess is undeniably important,” he said, “but no matter which career, field of study, industry or branch of academia our pupils enter, they will need far more than good grades.

“They will need self-belief, to ensure their voices are heard and their opinions listened to, they will need curiosity, to explore alternative methods and ideas and, above all, they will need to be confident and resilient.”

In the workplace, as in life, it is not necessarily how often you fall that defines you, but how often and with what determination, you get back up again”.

Durham School also offers pupils the opportunity to be educated alongside fellow students from many other countries – this year 23 nationalities in total. The Headmaster is in no doubt about the value of this to the School: “Working life today is truly global,

and more and more youngsters need to understand other cultures and backgrounds and mix with people from all over the world.

“It’s wonderful to see our pupils celebrating their varied backgrounds and to see how strong the links become between them. Many Old Dunelmians remain in touch across the world after they leave Durham School.”

The School’s values of moral integrity, ambition, responsibility and kindness drive many of its activities, not least the commitment to widening participation and access to the School. Durham School has formed mutually beneficial links with Castle View Enterprise Academy in Sunderland. They have also offered academic scholarships to three pupils from there who have joined the Sixth Form, as well as fostering links between teaching staff for the benefit of both schools.

“We all gain a great deal from our links with other schools and we have welcomed talented youngsters from the North East and Europe through our Scholarship and Bursary programme” said Kieran.

The 600-year-old Durham School has 525 pupils aged from 3 – 18. It is a leading independent co-educational school and educates girls and boys in a caring and supportive atmosphere with a staff of inspirational teachers.

The school offers boarding for pupils aged 11-18 from both the UK and abroad. With flexible options available, children can choose to board full time, from Monday to Friday or for one or two days a week throughout the school term. The flexibility of modern day boarding has proved to be a practical and enjoyable option for many Durham School families over the years.

“Living on site during the week has made the business of participating in early-morning training sessions, evening rehearsals and Saturday fixtures much more straightforward for our weekly boarders,” said Headmaster Kieran McLaughlin. “The lack of travel time to and from home on weekdays has allowed

Sixth Formers to make the most efficient use of their independent study time. The added benefit is that time spent at home can be dedicated exclusively to relaxation and catching up with the family, which both parents and pupils appreciate and enjoy.”

The school offers a diverse range of sports facilities for the elite or recreational athlete which are open from 6.55 am for both boarders and day pupils to train and improve their fitness. Some of the excellent facilities include a swimming pool, sports hall, artificial turf for hockey and tennis, rugby and cricket pitches and a boat house on the River Wear housing the internationally-renowned Durham School Boat Club.

Headmaster Kieran McLaughlin said: “Boarding enriches the lives of children. It improves skills in communication, leadership, sharing, tolerance and respect for others. It also offers routine and structure, allowing each child to flourish academically and emotionally, helping prepare them for life after school. It also brings practical benefits, giving pupils access to staff and facilities after the normal teaching day has ended.

“During the week our dedicated and highly-trained staff are on hand to create a “home from home”, spend time with each child, understanding their individual characters and gently encouraging them to try new activities and take part in new ventures. It is this approach which helps them flourish and gain confidence for life”.

Durham School is thriving thanks to the talented staff and the leadership of Headmaster Kieran McLaughlin. Reflecting on his years as a teacher he summed up his feeling about the job “Like any teacher, I am proud of the pupils who finish their time at school ready to make their way in the world. Over my career I have met some extraordinary young people and it is immensely rewarding to see them living happy and fulfilled lives. Having a part in that, however small, is for me what teaching is all about.”



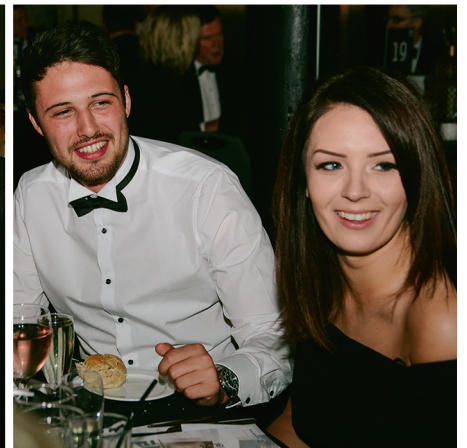
For further information about Durham School, or to arrange a visit, call 0191 731 9270, email admissions@durhamschool.co.uk or visit www.durhamschool.co.uk

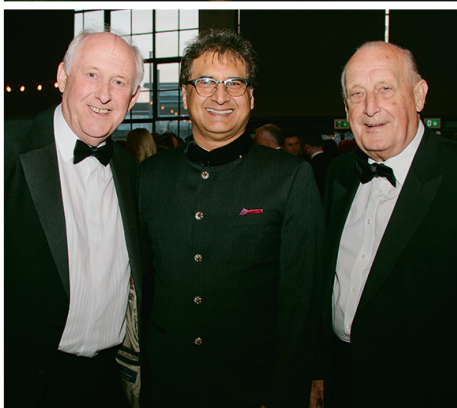


NORTH EAST ENTREPRENEURIAL AWARDS

Friday 29th September,
The Boiler Shop, Newcastle

In partnership with the North East Growth Hub, the Entrepreneurs' Forum's 14th annual black-tie awards dinner honoured business owners who have stood out from the crowd by leading dynamic, innovative companies and making a positive change in the region.





ASSOCIATE SOLICITOR PROMOTIONS AT MINCOFFS

Jesmond based Mincoffs Solicitors are delighted to announce a number of associate solicitor promotions.

Dispute Resolution and employment solicitor Robyn Shepherd, corporate solicitor Chris Hughes and commercial property solicitor Keith Ravenhill have been promoted to associate solicitor level, recognising their excellence and commitment in their respective fields.

Keith and Chris both completed their training contracts at Mincoffs whilst Robyn trained in Manchester at a Top 50 national commercial firm.

Chris has first-class experience in corporate finance law and has been particularly active in the mergers and acquisitions and corporate restructuring fields across the manufacturing, healthcare and leisure sectors.

Keith has extensive experience in a wide range of commercial property transactional work and often provides property support to the firm's corporate team on business and company acquisitions and disposals.

Robyn, who joined Mincoffs in 2014 after relocating back to the North East,



L-R Keith Ravenhill, Robyn Shepherd and Chris Hughes

splits her time between the dispute resolution and employment teams. She has vast experience of dealing with a variety of disputes, on behalf of both corporate clients and individuals.

Andy Woodhouse, CEO at Mincoffs said "It is great to see our employees climbing through the ranks. We're very keen on nurturing talent to enable people to grow within themselves which is why we have such a high staff retention rate."



RDA EXPANDS SALES AND MARKETING TEAM

Leading North East based design and installation company RDA, which this year celebrates its 10th Anniversary, has appointed Louise Ward as an additional Business Development Manager and Caroline Anderson as PR and Marketing Manager.

Louise, who previously worked for over a decade at The Alan Nuttall Partnership, has vast knowledge of business development. She has built up an impressive portfolio in food services development, particularly in the education and hospitality sectors.

Caroline joins RDA from NCG, the UK's largest national colleges and training group where she worked for 13 years building up a successful track record in communications, marketing, brand and strategy development. At RDA, Caroline will lead on all aspects of PR and Marketing including managing social media, website and media relations.

MICHELLE DAURAT TO STEER TALL SHIPS PROJECT FOR THE SECOND TIME

One of the UK's most experienced project managers Michelle Daurat has been placed at the helm of The Tall Ships Races Sunderland 2018, after steering an earlier event to success. She will be the driving force behind four days of celebrations at the city.

Eight years ago, Michelle, who is also Head of Business and Operations at National Glass Centre at the University of Sunderland, project-managed the Races. The event attracted around one million visitors to the town and also gave a £26m boost to the North East's economy. Now, Michelle and her four-strong team are working around the clock to ensure the Sunderland event proves even more successful.

The entertainment will include street theatre, food and refreshments, displays and live music.



KYKLOUD GEARS UP FOR GROWTH WITH APPOINTMENT OF NEW CFO



North East based Kykloud, a SaaS business providing disruptive software for surveyors and property asset managers around the world, has strengthened its team with the appointment of Michael Norden as Chief Finance Officer.

Norden brings with him a vast amount of financial experience, having worked as Financial Director at North East stalwarts Hayes Travel and Parkdean Holidays before joining telecoms success story Callstream.

Norden's appointment comes at a time of significant growth for the SaaS business, which has helped to change the face of the surveying profession with its mobile asset management application and data extraction software. This is now used across the globe to manage the ongoing repair and maintenance budgets of many major infrastructure and property portfolios.

ARE YOUR TEAM JUST TURNING UP?

People are your business

You can have the best idea, market opportunity and limitless funds but getting from A to B is likely to mean working with and managing others. Getting the best out of your team will be critical to achieving your business goals. Reid Hoffman, LinkedIn cofounder said 'No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team.'

No two people are the same, we all have different motivations and aspirations. I have been managing teams and individuals for over 25 years and I am still learning!

The employee experience

In my time with Virgin the mantra from the top was 'staff first, customer second and profit will follow.' There is rightly an obsession with the customer experience but adopting the Virgin philosophy I would suggest that you also understand the journey your people go on.

How does your business compare with your competitors? Recruiting the best people, being an employer of choice is probably part of your plans but how do you look from their perspective? As your business grows are you investing in the people that make it happen? Ensure the 'psychological contract' is in equilibrium where employee effort is equal to their reward.

High performing teams

Having a clear vision is important but having 'buy in' will define your success.

Take time to articulate and communicate your vision, ensure people understand their role and create an environment where challenge is encouraged.

In a recent McKinsey article on 'high performing teams' they asked more than 5,000 executives to think about their best team experience and describe the environment. The results were remarkably consistent. Two of the top three key



Andrew Silver

dimensions of great teamwork were alignment on direction, where there is a shared belief about what the company is striving toward and high-quality interaction characterized by trust, open communication, and a willingness to embrace conflict.

Aligning business and personal objectives

Whenever I am conducting 360 business audits I always focus on creating a visible link between personal and business objectives. Are people working on the right things that support the business achieve its objectives. How much of people's time is focused on the important v urgent? There's not much pleasure in putting out fires on a daily basis.

Managing performance

Good people like to be held accountable. It shines a light on their talents and provides them with the drive to continuously improve. 'Gung Ho!' by Ken Blanchard talks about 'celebrating success' but what are the critical success factors and how are you measuring them? Also, as we all struggle with data overload, make it accessible. Microsoft Power BI, a data analytics tool, can make it easy for your dog to spot the trend!

Integrity, fairness and consistency

Don't be afraid to have the difficult conversations. People can clearly see when something isn't right or someone is not performing. If your recruitment was right then it is a matter of understanding, ability or motivation. Look in your own mirror too. Are you getting the best out of the individual concerned? Identify a performance management model that fits your business and stick to it.

All sounds great but....

Good management doesn't happen by accident. Some people just seem to have the gift, others learn and develop the skills and some are still at the starting blocks. Fortunately there's lots of help out there but any theory and business models need to be rooted in application to your own unique situation. If you don't have the capability within your business you might want to consider appointing a non-exec with the right skills and experience. The Experience Bank, which launched recently, might be a good starting point. (<http://bit.ly/2xYpNRX>).

Make your business a great place for great people to do great work.

Andrew Silver is the owner of 360 Growth Partners who identify, coordinate and make the adjustments businesses need to accelerate growth. For more information go to www.360growthpartners.co.uk or e-mail start@360growthpartners.co.uk



MOTIVATION = ACCUMULATION = CHANGE

We find out how CHANGE and Danny Mitchell can change lives.

Over the last decade, if you've been to a sparkling charity event like the 50th Anniversary of the England '66 World Cup win at the Baltic with Sir Geoff Hurst and Gordon Banks hosted by Sky TV's Pete Graves and supported by the National Football Museum and Wembley, or done something crazy like riding the first ever night-time zip wire from the Baltic roof to the Sage, or attending the first ever 'Champagne on Ice' (Glasswalk) event at the Hilton, there is a strong possibility that the name of Danny Mitchell will be familiar to you.

Danny devised, organised and ran all of those events...and hundreds more...raising money for charity.

The bottom line in all of this is that Danny Mitchell has the knack of being able to raise substantial amounts while crowds of people have a fantastic time.

He's held senior positions within the NSPCC, Stroke Association and currently works as Capital Appeal Manager for a local disability charity, and he recently received the sort of phone call that any fundraiser dreams about.

"Hi Danny. It's Mark Beverley at St. James's Place Charitable Foundation, are you sitting down? How would a donation of £1million feel?"

For anyone who has been involved in fundraising or organising an event

where 500 people are rolling-up in evening dress, it can give you sleepless nights, but the irritating thing about Danny Mitchell is that he is so incredibly successful yet makes it all look straightforward. The answer is that Danny has one thing that you simply cannot beat.

Experience.

And here's the good news.

Danny has launched his own company... Change...which means you can tap into his experience.

"I founded Change because charities and worthwhile causes are not maximising their true potential in an ever competitive marketplace", said Danny. "It can be very difficult and frustrating trying to compete with large, household brand name charities, but it is certainly NOT impossible".

There are several areas where Danny can help. He can either organise fundraising and events on your behalf or, even better, show YOU how to do it.

"My main strengths are in my relationship development, creative and innovative thinking and determination to succeed. I can help you to take your finger off the panic button for a while, allow you the space to think creatively and become more productive. I can help you to develop strong relationships to gain gift in kind support and loyalty for years to come."

Danny has proved that networking is invaluable. He makes contacts through organisations like Network B2B and meets people such as business coach David Cliff at Gedanken who've given Danny invaluable guidance. However, Danny can also help organisations and individuals be successful in fundraising.

Change can provide bespoke training to give guidance on event management and the best way to develop relationships for sustainable support (sponsorship, gift in kind, event participants, donations, etc). They offer a mentoring service which is especially valuable to those who are working either alone or as part of a small team. Fundraising can be a very lonely existence.

Danny can provide a 'Fundraising Health Check' to look at your strategies, suggest areas where you could make some changes to maximise potential and help to reduce potential costs. Change can also source items of memorabilia to use at auctions.

The best idea is to have a chat with Danny Mitchell. He can then explain where Change can help you.

Danny will help you to support others.

And, as he'll tell you, 'impossible' is just a word.

It's time for Change

Contact Danny via his website, www.change4fr.co.uk or email him at Danny@change4fr.co.uk
You can also call him on 07817 412524



RMT ACCOUNTANTS SIGNS UP TO GENERATOR'S DIGITAL FUTURES BUSINESS SUPPORT PROGRAMME



Digital business support agency Generator has signed up RMT Accountants & Business Advisors to its panel of firms providing free development advice to North East start-up and early stage tech businesses.

The Gosforth-based practice is now making its financial knowledge available to selected participants in Generator's Digital Futures coaching programme, which aims to match ambitious businesses with mentors whose expertise will help them grow.

A roster of coaches has been assembled by Generator for the Digital Futures panel, with their areas of expertise including start-up operations & strategy, marketing/sales, growth/scale up, and business development.

Firms looking to address specific business needs can apply directly to be part of the initiative, and can also be put forward by members of the panel for support.

Generator works to pair each one with the most appropriate advisors for addressing their primary business need, and will look to identify other operational areas with which panel members might be able to assist.

Generator is aiming to work with around 100 North East businesses every year through the Digital Futures programme

Emma Whitenstall, head of business support at Generator, says: "When businesses are in their earliest stages, it's can be hard for them just to cover their basic day-to-day expenses, let alone bring outside financial, marketing or technology advice.

"Digital Future was developed as a way of tackling this issue, and of giving North East start-ups the chance to access the sort of business expertise that would ordinarily be out of their reach.

"The impact our panel members' involvement can have on the firms with which they're working can be transformational, and we've got a growing number of practical examples of how this approach has delivered real results.

"RMT Accountants' financial expertise and experience of working in the tech industries will

be invaluable to the growing firms that they'll be working with, and we're very pleased to be further broadening the skillset of an already-strong panel of advisors."

Stephen Slater, director at RMT Accountants, adds: "The knowledge economy has become increasingly important to the North East in the last decade, and there are many examples of businesses originating in the regional that have gone on to national and international success.

"Great ideas can come from anywhere, and it's absolutely vital that start-ups have early access to the sort of support and advice that can help them quickly turn potential into viable products and services from which then follow commercial success and new employment opportunities.

"This is an excellent initiative that is providing direct benefits to the North East economy, and we're excited at the opportunities that it offers to both growing regional firms and ourselves."

For more information on the Digital Future programme, contact Generator on 0191 231 0416.



The Coastal Accountants

ReadMilburn & COMPANY

Chartered Accountants & Registered Auditors

- ANNUAL ACCOUNTS • SELF ASSESSMENT • PAYE COMPLIANCE • VAT COMPLIANCE • MANAGEMENT ACCOUNTS • STATUTORY AUDITS •
- TAX PLANNING • REVENUE INVESTIGATIONS • CONTRIBUTION AGENCY • INVESTIGATIONS • VAT INVESTIGATIONS •
- COMPANY FORMATIONS • BUSINESS START-UPS • INFORMATION TECHNOLOGY • FORENSIC ACCOUNTING • SPECIAL ASSIGNMENTS •

71 Howard Street, North Shields, NE30 1AF. 0191 257 0355 info@readmilburn.co.uk

THE NEW INDUSTRIES OF THE NORTH EAST HAVE ACCESS TO ALTERNATIVE FUNDING



Joanne Warren

The North East was always known for heavy industry such as mining, steel and shipbuilding. But as these industries began to fade away, it looked as though this part of the world might see a terminal decline.

After high unemployment and low investment over the past 20 years, industry in the North east has reinvented itself. The opening of the Nissan factory in the mid-1980's was the catalyst in many ways to investment returning to the corner of the earth. And this has been followed by national and multinational manufacturers following suit.

The North East has taken the skills of the local people and moulded them into car part makers, food producers and digital pioneers. Hot on the heels of the Northern Powerhouse announcements of the government, the North East looks like it is just getting on with it themselves. We have large manufacturers across the North East, but what sometimes is overlooked is the fact that each of these have local companies set up around them as suppliers of parts or distributors of the finished products. These are the businesses that have seen an opportunity and made the most of what they saw as potential.

The North East is thriving

Look at any local newspaper and website and you will see a lot written about local businesses. Just a quick look today shows –

Sausage maker Heck targets high-end market as £3.5 million factory opening creates 75 jobs

Big North Sea oil find could be major opportunity for North East firms

Inside Teesside Halfords 'flagship' store with race track, tech table and coffee while-u-wait

Now you may think that these have very little in common. One is retail, one mining and one food manufacture. Apart from being in the North East, what is the link between these three stories.

Well, the element that draws all of these together is investment. But this isn't just any investment – there is a risk involved. Now you might say that there is risk attached to just about any investment. But with these three stories we are looking at risks that are designed to further their business and attempt to overcome uncertainty.

This is a completely new store for Halfords and they have no idea whether it will work for their clients. Heck have gone to bigger premises and with it has launched new products that will have presumably need to have been tested. North Sea oil might be a major draw when it comes to making good money, but can also mean innovative technologies and can also be a major draw on cash reserves.

Where does all this investment come from?

That's a really interesting question. Traditionally businesses either had the capital reserves themselves or developed a strong relationship with their bank. But there are so many other options available in the internet age, which include –

- Access to crowdfunding
- Alternative investment websites
- Angel investors
- Non-mainstream commercial lenders

So, the days of trooping off to the bank with a

solid business plan and saying a small prayer are not completely over, but are not the only option. And the smart company has cottoned on to the fact that there is help from the government for investments like these – where the business improves their processes or develops a new product or technology.

So, what is this government help?

This is simply known as R&D tax credits. They have been funded to the tune of billions as the UK government wants us to up our productivity and get better at what we do. Businesses that participate in research and development are eligible to make a claim. There have been over 150,000 of these claims since the scheme was set up. Small businesses don't always know that this scheme is available and if they do, they don't always think that it applies to them. This means that they can miss out on the potential of claims that range from a few thousand pounds to hundreds of thousands of pounds.

Although R&D tax credits can only be claimed at the end of the company's financial year, the progressive North East businesses are making it a part of their ongoing business plan. Once they understand the way it works and what it can do for their business after an initial claim, they have the confidence to build it into their ongoing business. The past two tax years can also be claimed, so don't think that you have missed out on expenditure in this area that has happened in the past.

Data protection seminar



Data protection rules are changing come May 2018. It is essential that you are ready for these changes to ensure your business remains compliant.

Hadrian HR are holding a seminar to raise awareness of new regulations,

and the impact caused if not followed. Fines can be up to £10m - £20m.

Top tier is applied if sensitive data is breached, if the company is reckless with data or they don't co-operate with the new rules.

Data protection seminar

Date:	Friday 17th November 2017
Cost:	FREE
Venue:	Gordon Brown Law Firm - Hadrian House, Higham Place, Newcastle, NE1 8AF
Time:	12.00 - 2pm
RSVP:	by Monday 9th November deb.tweedy@hadrianhr.co.uk



Taking the headache out of managing your workforce

0845 340 0099 www.hadrianhr.com

WORK STARTS ON PENDOWER HALL AS MAIN CONTRACTOR ANNOUNCED



Work has started this week on Pendower Hall, which was granted much-awaited planning permission in July.

Pendower Hall Limited has now appointed New Forest Developments as the Principle Contractor overseeing the renovation of the fabulous Grade II listed building in Benwell, Newcastle.

Now on site, the first phase of works is to ensure the stability and soundness of the hall is immediately prioritised.

Project Manager, David Redhead, explained the works and the appointment: "We are delighted to appoint New Forest Developments as the Principle Contractor. It is great news that they have started on site this week. We appointed them as they displayed the relevant experience and a true understanding of what we want to achieve with Pendower Hall.

"The first phase of works is of a repertory nature to the existing building. Main works will follow early next year, meaning in total, we are looking at around a two year build."

Initial works to the Grade II listed building will be to areas that will become office space and meeting rooms, creating an innovative business community.

Also planned for the development is a stunning Great Hall, which will hold up to 450 people at weddings, conferences and other events.

David Charlton, Managing Director of New Forest Developments, said: "The plans and the vision for the Hall make it an exciting project and we are delighted to be now working on it.

"My team and I really look forward to making the dream become reality and to be instrumental in both saving and transforming this 1867 building!"

More information on Pendower Hall is available on the Facebook page.

CASCADE'S EMMA WINS FORWARD LADIES DIGITAL AWARD FOR WOMEN

Dr Emma Black, Managing Director of North East based Cascade Cash Management, has won the coveted best Digital Business of the Year award at the annual Forward Ladies awards.

The high accolade award follows the huge success of the Cascade portal, which was launched earlier this year, increasing Emma's team to eleven in the region and the savings administered to date to over £500 million.

Cascade Cash Management (Cascade) is an independent and transparent service created to generate enhanced cash returns and increased depositor protection on deposits through professional cash management.

Forward Ladies announced the winners of the National Awards for 2017, sponsored by HSBC, at a celebration lunch at the Crowne Plaza Hotel, Stephenson Quarter in Newcastle upon Tyne before an audience of senior and influential business leaders.

Discussing her pride in the winners, Forward Ladies Managing Director Griselda Togobo said: "This has been a fantastic year for women, and through our National Awards we are once again delighted to be working in partnership with HSBC to showcase the very best women in business in the UK. The calibre of entries has been increasing year on year, but this



year we had a number of outstanding entries."

Emma will now represent the North East region at a grand finale to be held in Leeds on the 1st December.

Emma said: "It is a true honour to receive this award, but it is not just for me - it is for the whole team at Cascade and represents many years of

hard work that have gone into establishing the service. Our service and our product is second to none – our happy and ever growing customer base is testament to the team's customer service, hard work and delivery of results with high net returns on the savings deposits that we administer for the IFA's and partners that we work alongside."

The Cascade portal is the only one of its kind in the UK allowing independent and unbiased cash solutions using the company's proprietary algorithm that means clients don't have to choose only one bank. With the online portal and Cascade's client support team all banks can be accessed quickly and easily, on a daily basis.

The service is suitable in particular for high net worth individuals tracking their own savings, as well as companies and charities that are cash rich and should be getting returns on their 'savings'. The dataset also includes solutions for attorneys, personal and corporate pension schemes and more."

Emma has been with Cascade Cash Management since its inception in March 2012. Her role principally lies in managing the firm's strategic sales and technology relationships while also working closely with the client support team for the day-to-day running of the business.

More information is available at www.cascade.co.uk



TIER ONE CAPITAL

CASH MANAGEMENT

INVESTMENTS

DIRECT LENDING

ESTATE PLANNING

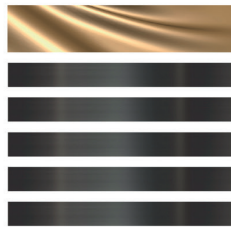
FACEBOOK tier one capital

TEL 0191 222 0099

WEB tieronecapital.co.uk

TWITTER @tieronecapital

TIER ONE CAPITAL IS AUTHORISED AND REGULATED BY THE FINANCIAL CONDUCT AUTHORITY REG. NO: 583021



COMFORTABLY ON TOP OF THINGS

COULD THE UK BE ON TRACK TO BECOMING A CASHLESS SOCIETY?

As the UK bid a fond farewell to its round one-pound coin last month and our trusty paper bank notes are steadily being replaced by shiny plastic counterparts, at Explore Wealth Management, we started thinking about change and about how even something as fundamental as the currency we use isn't immune to evolution.

With advances in technology making it quicker and easier than ever before for people to access their money and make transactions, could cash soon become a thing of the past?

Earlier this year, the UK Cards Association revealed that 77 per cent of all retail sales in 2016 were paid for with a credit or debit card, with contactless card payments accounting for almost a third of these. Online sales also increased by 164 per cent with over 50 per cent being made via mobile phone.

So, what is the impact of all this?

At present, Britain has £63 billion of cash in circulation, however, economists predict that we could be a cashless society in 10 years' time.

There are a number of benefits to going cashless, for both businesses and individuals, all of which in some way help to stimulate the economy, which is exactly what the Government wants as it plans ahead for the next economic downturn.



Stephen Sumner, Managing Director at Explore Wealth Management.

The Government's preferred option is to see interest rates reduced to "negative rates" where it actually costs people to keep money on deposit. This creates a scenario where it is less beneficial to have savings in a bank account and instead, encourages people to either spend their money and therefore help the economy, or consider alternative methods of saving such as the stock market, which would again aid economic recovery and also serve

to improve the value of pension savings and boost house prices.

If you're wondering how a move towards a cashless society might affect your finances, call the team at Explore Wealth Management on 0191 285 1555 for a free, no-obligation consultation where we can use the latest cashflow forecasting tools to help you plan ahead for the future.

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

HAINTON EXPANDS TO NEW OFFICE

One of the region's leading niche recruitment companies has celebrated taking on a partner by moving to a brand new office in the heart of Middlesbrough.

Hainton is a specialist recruitment consultancy for the microsoft.net industry, and after launching two years ago the founder of the company Tom Smith has welcomed new partner Qasim Asghar to the fold.

Tom and Qasim immediately knew they needed office space that represents their ethics, their aspirations and their service to their clients, so they chose Commerce House.

Commerce House is a stunning Grade II listed building in the heart of Middlesbrough, just opposite the train station.

The building is currently undergoing a full renovation into a luxurious business community, with phase one complete and phase two due to complete anytime. There is a stunning boardroom available for use by tenants or for visitors to hire, as well as virtual office services and full business support.

Hainton works closely with large data companies and software companies across the region, placing candidates, creating job opportunities and increasing talent retention. And now the duo want to expand geographically to service clients further



afield. Tom, who is 28 and from Middlesbrough, explains:

"We currently look after clients regionwide and now we will be looking to work with clients further afield meaning our position at Commerce House is ideal being right next to the station and to the A66.

"We have a decade of experience in recruitment and our ethics are strong – we only work with quality employers and quality candidates. We also give advice, free support and build relationships with our clients so we are part of their team – for us it is not about filling a job but placing the

right person in the right opportunity. This gives the arrangement longevity."

Tom first met Qasim 10 years ago but it wasn't until recently they realised they had the same aspirations and work ethics. Qasim, 30 from Ingleby Barwick, said:

"I am delighted to be working with Tom and that we are positioned in such high spec facilities – it makes our working day so much easier and clients that have visited us are very impressed. The level of quality matches Hainton perfectly."

Hainton produce regular blogs and articles which provide more information, many of them from .net specialists. You can find those on the LinkedIn and Facebook page. Offices seating up to 14 staff are just becoming available in phase two – for more information please contact 01642 917 116.



Thinking about your business is a big part of ours.

PUT OUR TAILORED INSIGHTS TO WORK FOR YOU

To make confident decisions about the future, an entrepreneurial growing business needs a different kind of adviser. One who starts by understanding where you want to go and then brings the ideas and insights of an experienced team to help get you there.

rsmuk.com

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING



The UK group of companies and LLPs trading as RSM is a member of the RSM network. RSM is the trading name used by the members of the RSM network. Each member of the RSM network is an independent accounting and consulting firm each of which practises in its own right. The RSM network is not itself a separate legal entity of any description in any jurisdiction. The RSM network is administered by RSM International Limited, a company registered in England and Wales (company number 4040598) whose registered office is at 11 Old Jewry, London EC2R 8DU. The brand and trademark RSM and other intellectual property rights used by members of the network are owned by RSM International Association, an association governed by article 60 et seq of the Civil Code of Switzerland whose seat is in Zug.

OUR JOURNEY WITH... THE EXPANDED METAL COMPANY



Samantha Davidson, Managing Director of B2B marketing specialist Horizonworks, explains how her company has helped a major North East manufacturer to build its profile and ignite new opportunities.

Hartlepool-based manufacturer The Expanded Metal Company is a pioneer in the production of expanded metal mesh. It has a rich industrial heritage dating back to 1889 and was founded by John French Golding, the inventor and patentee of expanded metal.

However after coming under new ownership and appointing a new managing director, The Expanded Metal Company identified that it needed to re-energise its marketing, raise its profile and increase engagement with priority sectors including construction, filtration, engineering, security, transport and architecture. The company appointed us to act as its outsourced marketing team.

We worked closely with The Expanded Metal Company to create a marketing strategy and plan which would help support the company to achieve its business objectives. To help form the strategy, we firstly conducted a communications audit, competitor analysis and market insight to benchmark the company against its competitors and gauge customers' perceptions of its services and operations, along with defining The Expanded Metal Company's USP, proposition and key messages.

Secondly we outlined their strategic marketing objectives and developed an integrated marketing campaign to position The Expanded Metal Company

as a leader and innovator in the development and manufacture of expanded metal mesh products. Thirdly, we deliver the plan on an ongoing basis – marketing tactics include PR, digital marketing, social media and targeted campaigns. We have also created a new website for The Expanded Metal Company's ExMesh range of security products and developed new marketing messaging and business development collateral for the organisation.

Philip Astley, Managing Director at The Expanded Metal Company said: "From the initial meetings with Horizonworks, their strategic and creative approach really impressed us. They have a flair for understanding business requirements along with a rounded marketing expertise that really shone through. The team at Horizonworks demonstrated a solid understanding of our business vision and growth plans."

Samantha Davidson, Managing Director of Horizonworks, said: "The Expanded Metal Company has a reputation for being a leader and innovator in its field and we are delighted to working with Philip and the team. They have a clear vision to build on their fantastic global success and it's great for Horizonworks to be part of their journey."

The Expanded Metal Company operates from a 25,000+ sqm site and works closely with contractors and end users to create bespoke solutions for their

projects, drawing on its wide-ranging design and manufacturing expertise, and high-class production capabilities. It stocks and supplies a wide range of high quality expanded metal mesh products and offers specialist capabilities in metal work, such as cutting, welding, drilling, punching, shearing and roll forming.

Horizonworks specialises in working with businesses from the manufacturing, engineering, automotive technology and innovation-led sectors. We offer marketing, strategy, PR, creative and digital services - all under one roof - to ensure all elements of marketing work together to generate the best results for our clients.

Clients who have been through the Horizonworks journey from strategy to delivery include: global pump distributor and manufacturer Tomlinson Hall; contract research and development organisation Arcinova; Sunderland-based asbestos management consultancy Franks Portlock; training provider Seta, wealth management practice Broad Chare Partners and the Advanced Manufacturing Forum.

Horizonworks is now working with Teesside based ENEX Group, a mechanical engineering services provider and AmeriWater, a leading provider of water treatment equipment based in the US. We will be revealing more in an upcoming issue, so watch this space!

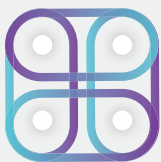
For further information please contact Horizonworks on 0345 075 5955, email hello@horizonworks.co.uk or visit www.horizonworks.co.uk.



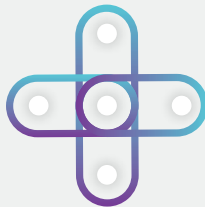
Exceptional experiences build lasting relationships

We have a real passion for helping businesses to shape, improve and implement customer experience programmes. Together we can build an environment in which your customer care creates exceptional, superior experiences.

What we do



Implement custom built frameworks to positively influence customer experience



Differentiate your brand and deliver the value your end users desire



Achieve a consistently high experience, building a platform to support exceptional moments

Get in touch:

info@xperior.co | www.xperior.co



PROPERTY TAXATION: THE CHANGING LANDSCAPE

In the year since the inaugural Leathers the Accountants Property Taxes Seminar, HMRC's focus on the taxation of property continues to grow. Ahead of this year's seminar, Barry James provides an update on what is now a very different landscape.

There is an obsession with property in the UK; owning it, refurbishing it, using it as a long-term investment and making a profit out of it. The UK property market, both residential and commercial, is a driver of the UK economy and a barometer of its success. Given the importance of the sector, it is surprising that it is only relatively recently that HMRC have adopted an aggressive approach in terms of seeing property as a generator of tax revenue.

Whilst many legislative changes are targeted at certain areas/sectors, it is clear that the changes in property taxes are wide ranging. If they have not done so already, buy-to let landlords, property developers and investors (with the assistance of their advisors) should be reviewing their affairs in light of the tightening legislation.

Examples of property tax changes include:

- Landlords have seen the introduction of restrictions in tax deductions for the replacement of fixtures and fittings and a scaling back of tax relief for loan interest.
- The tax costs of acquiring properties have increased via changes to Stamp Duty Land Tax. The simple acquisition of a second property/second home is likely to attract an additional 3% tax charge. Alongside this, the tax costs of disposal remain liable to the highest rates of Capital Gains Tax (for residential property).
- Many property developers have traditionally operated through a series of "SPVs" – special purpose vehicles with each property development held by a separate company. Such structures are used to isolate commercial and banking risk but they can also offer certain tax advantages. These tax advantages are now being targeted

via the introduction of new rules involving the taxation of "Transactions in Land", together with the anti-avoidance legislation aimed at combatting what HMRC perceive as tax abuse through "phoenixism".

- Non-resident landlords are also being specifically targeted, despite the delay in enacting the Finance Act 2017, various updates to the legislation since 2015 now ensure that non-residents are likely to be liable to both capital gains tax and inheritance tax on their property interests.

Consequently, these measures have had a significant impact on tax revenue. Taking Stamp Duty Land Tax as an example, likely tax revenue in 2017-18 is expected to be over £12 billion, which is almost twice that of the revenue earned from the same tax just five years ago.

As ever, the property taxes changes are complex and a lack of clarity in the legislation has caught out the unaware. In addition, the absence of any certainty in HMRC guidance has led to a default approach of extreme prudence rather than exploring the possibilities to structure affairs tax efficiently.

We are, as a team, encountering an increasing number of property tax queries across the full spectrum of taxes; our existing client base and our wider professional network recognise that we offer a specialist area of expertise and therefore come to us for our technical assistance. Whilst the legislation is complex, by challenging accepted practice and perceptions in law, we have been able to make significant progress when structuring our clients' affairs both in terms of future planning and obtaining tax relief.

The team will be sharing their knowledge and expertise at the Second Annual Property Taxes Seminar at the Tyneside Cinema on 9 November 2017, commencing at 8.30am.

leathers
the accountants
people who look after people.
in business and in life.

To reserve a place, please contact Rebecca Smith on 0191 2246760 or email r.smith@leatherstheaccountants.com.

Welcome aboard!

Our know-how makes buying or selling property plain sailing.



Whether you're buying or selling a house or flat, or looking for advice on buy-to-let, property auctions or new builds, you'll get an exceptional personal service from our friendly team of property experts.

To find out more, visit: www.mincoffs.co.uk
T: 0191 281 6151 E: info@mincoffs.co.uk

mincoffs
SOLICITORS

THE CRIMINAL FINANCES ACT 2017 – DON'T BE CAUGHT ASLEEP AT THE WHEEL

The Government's continued drive to stamp out tax evasion took a new turn in September when new UK legislation – the Criminal Finances Act 2017 – was introduced.

The Criminal Finances Act requires that all incorporated bodies (usually companies) and partnerships, irrespective of size or sector, must act to prevent potential criminal facilitation of tax evasion by persons associated with them. Failure to prevent this occurring will now constitute a criminal offence, unless it is possible to demonstrate that "reasonable prevention procedures" are in place.

We are currently supporting businesses across a range of sectors to understand the offence and to address what needs to be done to ensure the reasonable defence can be met.

So, what is the offence and how should you approach addressing the "reasonable prevention procedures" requirement?

Firstly, the offence. In its simplest terms, it would be that someone associated with your organisation helped facilitate tax evasion. Although we are looking primarily at UK tax evasion, an offence may also arise in relation to foreign tax evasion where at least part of the facilitation takes place in the UK. The proviso is that it would have been a criminal offence under UK law (had it occurred in the UK) and the overseas jurisdiction has an equivalent facilitation offence.

The term 'associated with' the organisation is widely drawn and encompasses anyone who provides services for, or on its behalf. Therefore, it not only includes employees but suppliers, advisers, agents, intermediaries and contractors.

The offence of 'failing to prevent' attracts strict liability so the organisation itself does not need to have been guilty of deliberate dishonesty, but only to have been 'asleep at the wheel' while someone associated with it knowingly helped another company or individual commit tax evasion.



Stuart McKinnon

The offence carries an unlimited fine, but the reputational damage associated with conviction is likely to be of equal if not greater concern.

So, what do you need to do?

In many instances you will not be starting from scratch. You are likely to have already given consideration to similarly structured legislation, such as the Bribery Act 2010. It is also likely that you will have an existing due diligence programme in place designed to tackle risks in areas such as corruption and money laundering. Ideally your response will sit within your existing governance, risk assessment and due diligence framework. In cases where you do not already have an existing and sufficiently robust risk management framework in place, such a framework will need to be developed and quickly.

Broadly your risk assessment will require you to identify:

- the potential risks of tax evasion being facilitated by an associated person;
- the areas of the business which pose the greatest risks with regard to this new offence;
- the extent to which existing procedures mitigate those risks; and
- where the gaps are.

Based on that risk assessment you ideally need to draft a policy statement and communicate that policy within the organisation providing initial and ongoing training. You should also consider carrying out due diligence on other 'associated persons' where they have been deemed to pose potential risks.

Our experience to date shows that there is no "one size fits all approach". What is key is to undertake an appropriate assessment of the risk that tax evasion could be facilitated by someone associated with the business and ensure there are proportionate procedures to prevent this.

Don't be caught asleep at the wheel. Take advice regarding the new legislation and ensure you have robust procedures in place which you continue to monitor as your business develops.



FOR STABILITY IN WEALTH MANAGEMENT; DON'T BANK ON IT.

Brewin Dolphin's most recent senior hire, Chris Black, has strong opinions on what gives the firm an advantage over others in what is an increasingly competitive marketplace.

Chris, who holds a degree in Economics from Northumbria University, has spent the last 10 years advising High Net Worth Clients at HSBC on Wealth Management, Retirement Planning, Inheritance Tax and Trust planning.

He joined Brewin Dolphin in July, and works in the Financial Planning Team as a Divisional Director at the Newcastle office of the long-established wealth management firm.

"There is a lot of competition in the market for firms managing people's money, but if you look more closely, then the benefits of a dedicated Wealth Management firm are pretty clear to see and that's why - having watched the growth of Brewin Dolphin over recent years - I jumped at the chance to join the team.

"One of the main draws to Brewin Dolphin was the prospect of providing genuinely bespoke personal service and financial solutions suited exactly to a client's needs."

Banks that offer wealth management services have experienced a spate of recent departures at the very senior level and, significantly, throughout the north in Newcastle, Leeds and Manchester.

Some in particular have undergone strategic changes to the business, which include their Wealth and Investment Management services ceasing to exist as a standalone division, and instead being rolled into UK corporate and retail banking.

With Wealth Management increasingly becoming an 'add-on' to the core banking business, clients



who have a real need to protect and grow their money, are often looking to a specialist that can provide the highest quality service and greater stability.

Chris is convinced that Brewin Dolphin's long heritage, combined with in-house research and forward-thinking development is the ideal blend for success; "In simple terms, if you were looking for a dentist and an electrician, you'd want an expert in each - and would be a more than a little concerned if they were the same person. To be truly expert, you need to have developed, and focused on, a particular specialism.

"Brewin Dolphin doesn't offer current accounts, we don't offer credit cards; what we do is cost-effective, bespoke wealth management. A further advantage over others is that there are no potential conflicts of interest - we do not have our own funds or products, meaning we can make unbiased recommendations of other funds and products based on our research.

"We steer clear of one-size-fits-all models. We know our clients are all different, and reflect

that in our bespoke portfolio service. Our highly personalised wealth management approach offers huge advantages over off the shelf offerings."

Chris is the latest in a number of new hires at the 50+ strong team at the Newcastle office based at Time Central in Newcastle.

William Baker Baker, Head of Office in Newcastle, said: "Chris has been a great acquisition and underlines our aim to recruit the highest calibre of staff to service our clients. As we help more and more people with their investment management needs, we have been increasingly of the view that financial planning advice must be core to the way in which we structure their investments.

"Chris has a great deal of experience in complex wealth planning matters, which is proving really valuable as we look to provide a robust and well-rounded view of all our clients' financial affairs."

With over £2 billion of money being managed in the North East alone, Brewin Dolphin's award-winning personalised wealth management services meet the varied needs of over 4,000 clients, including individuals, charities and pension funds.

To speak to Brewin Dolphin about any money management matters, or simply to get an expert second opinion on your investments, call 0191 279 7793 to discuss, or make an appointment.

ACQUISITIONS – SUPER-CHARGING COMPANY GROWTH

Acquisitions can often be seen as the most challenging and the most aggressive strategy to achieve company growth, but when correctly implemented is unrivalled as a way to rapidly expand your business, diversify into new products, services and markets, and drive the bottom line.

There are a high number of sectors where consolidation could bolster organic growth and provide an immediate increase in market share. A consolidation strategy is also very attractive to private equity and growth capital investors, as they look to put substantial capital behind talented management teams with ambitious growth plans in fragmented markets.

Several of our recent clients have used acquisitions as a means to accelerate their growth. Fairstone partnered with Synova Capital following their £25m equity investment to pursue a consolidation of the UK's financial advisory market, and Patrick Parson looks to continue its acquisition of engineering consultancies supported by the recent LDC investment.

Fastflow Group has expanded both its services

and geographic cover through the acquisition of social housing maintenance provider DW Support Services in 2014, preparing the ground for the substantial investment from Elysian Capital in 2017, and the business remains focused on making strategic acquisitions.

The strategy of growth through acquisition enables businesses to meet their goals, without the need to invest the time and resources required to build up operations from a blank canvas and compete for market share. Furthermore, it allows businesses to access instant revenue streams from existing contracts and customers, whilst benefiting from the efficiencies and synergies that come from operating as a larger group.

Identifying the right acquisition target can however often be a case of searching through the proverbial hay stack, and we would always recommend a structured approach to identifying targets starting with a whole-of-market view. We are currently working with a number of companies, from local businesses to multi-nationals, assisting with identifying the right acquisition targets to achieve their growth plans.



Shawn Bone

www.cavucf.com

WHAT IS A DIP?



Paul Hardingham, Director of Innovate Mortgages and Loans

If you are currently looking into purchasing a new home, you will no doubt be aware of the term DIP or AIP. But what exactly are they?

Well, they are one and the same thing – they are abbreviated from Decision in Principle (DIP) or Approval in Principle (AIP) and it will be one of the first questions asked of you by most estate agents.

So what exactly do they do? When you are looking to buy a house, the estate agent has a responsibility to the seller to check whether you are able to proceed with the purchase. If you are buying with a mortgage, this is usually done by you producing a DIP/AIP from a mortgage provider and providing proof of funds for the remaining balance. On receipt of these, the estate agent will then take the property off the market and you can press on with buying your new dream home!

We would generally recommend meeting with a mortgage broker at the earliest possible opportunity. They can determine how much you can borrow so that you know what price range you can consider, source the best mortgage product for you

and then submit a DIP/AIP to that lender. The DIP/AIP is a reduced version of a full mortgage application and involves a bank/building society credit checking you to see whether you are credit worthy and able to afford the mortgage (sometimes called credit scoring). Although it is as it says and is "in Principle" it is a pretty strong indication that you will be able to obtain a mortgage for that amount and is a key element of the overall mortgage process.

One note of caution – multiple credit searches can affect your credit score so we would generally recommend you only proceed to a DIP/AIP when you know you are definitely looking to buy. Again, seeking appropriate advice will ensure that you are advised when is the best time is to apply.

Finding the best solution for your circumstances needs an experienced eye to ensure that you find the right balance between interest rate, fees, term and type of product and penalties. Local, face to face, independent mortgage advice can smooth the whole process and we would be delighted to help.

Paul Hardingham and Tony Ibson are Mortgage and Protection Advisers at Innovate Mortgages and Loans. Both have over 20 years of experience advising individuals and businesses across the North East of England. They can be contacted for bespoke advice at paul@innovatempl.co.uk or tony@innovatempl.co.uk or call 0191 223 3514.

Your home is at risk if you do not keep up repayments on a mortgage or other loan secured on it

THE FUNDING SUPERHERO

This is a tale of how help can come from unexpected places. The key is to take advice. You may well be very pleasantly surprised.

Mr. Max Profit, business owner, and his Finance Director, Arthur Sixpence, are having a meeting as to how they should fund the much-needed modifications to the production line of the business, "Profit and Moore Manufacturing Limited."

"Max, I don't think the bank will help us with the £200,000 we need," moaned Arthur. "And if they do they will probably want a charge over your house."

"Well they can't have that. Mrs. Profit would never put up with it. It is where we brought up the little Profits and so she would never risk it. I don't like the idea either. These are challenging times," opined Max.

"But we do need new machinery?" Arthur was seeking confirmation.

"No doubt about that" affirmed Max. "We need to keep up with the competition."

Arthur scratched his chin in an effort to look as though he was thinking. In reality he just had an itch. "What about looking for a business angel to invest?"

Max raised an eyebrow in a rather Roger Moore manner. "Really? Are you serious? Such an investor would want a chunk of ownership of the company for a paltry £200,000."



"It's not paltry if you haven't got it yourself," proffered Arthur nervously.

Max swung toward Arthur, eyes ablaze, and was about to lambast him when the door flew open!

"It is I, The Funding Superhero! You have known me as your independent financial adviser but I have Super Funding powers."

"David!? What on earth.....?" stammered Arthur.

The Funding Superhero pulled himself up to his full five foot seven and a half and announced "You think you do not have the wherewithal for the new machinery but you do! I have been advising you, Max, on your pension for the last few years and it can fund your needs."

Max and Arthur looked at each other in some disbelief.

The Funding Superhero continued, "The pension fund can take a charge on the new machinery and lend the company the money to purchase it. The company will pay interest which is deductible

against Corporation Tax but it goes into your pension fund tax free so you get the profit on lending money. The interest rate can be very competitive too and no need for a charge on your house."

Max grinned. "That's brilliant! How much can I borrow?"

"Up to 50% of your fund value as long as the pension fund can take some security."

"So, I could borrow more and get some new delivery trucks?" asked Max.

"Yes, and any older pension plans could be consolidated and used for lending purposes," said David, The Funding Superhero.

"David, you are a genius and have given me and my business a new lease of life. But I must ask."

"Anything" said David, "I am here to help."

Max continued, "Do you really think that the Y Fronts worn over your blue pinstripe suit is a good look?"

Peter Rutherford is a Director at Rutherford Hughes Ltd. He can be contacted on 0191 229 9600 peter.rutherford@rutherfordhughes.com

A pension is a long term investment the fund value may fluctuate and can go down. Your eventual income may depend upon the size of the fund at retirement, future interest rates and tax legislation. Rutherford Hughes Ltd. is an appointed representative of TenetConnect Ltd, which is authorised and regulated by the Financial Conduct Authority. Rutherford Hughes Ltd company registration no: 10431722. Country of registration: England. Office & Registered Office address: Collingwood Buildings, 38 Collingwood Street, Newcastle upon Tyne, NE1 1JF.



(L-R): Michael Vassallo, Investment Director of Maven, Mark Forster, Co-founder and Chief Product Officer of hedgehog lab, Sarat Pediredla, Co-founder and CEO of hedgehog lab and Bob Paton, Chairman of hedgehog lab.

MAVEN CAPITAL PARTNERS: FUNDING GROWTH AND INNOVATION IN THE NORTH EAST TECHNOLOGY SECTOR

As one of the UK's most active SME finance providers, Maven has invested over £55m in dynamic technology businesses since 2009 and has played a vital role in fuelling growth in this vibrant sector.

According to Tech Nation 2017, last year UK digital tech investment reached £6.8 billion with over 1.6 million people employed in the industry. Growing twice as fast as the rest of the economy, over £28 billion has been invested in UK tech in the last 5 years.

A recent report highlighted the strength of the industry in the North East, according to Invest North East England, by 2020 it is estimated the region's technology space alone will be worth around £1.1 billion. Now known as one of the fastest growing tech scenes in England, the North East's digital community is helping to drive the growth of the UK economy as a whole.

With over £300 million invested in growing businesses since 2009 and over £250 million available to support the growth of companies now, Maven can back companies in a range of funding scenarios. We cover a wide range of corporate activity including management buyouts and buy-and-build strategies, as well as the provision of acquisition finance, development capital and replacement capital.

Helping fulfil your growth potential

Maven's UK wide team has a history of investments in ground-breaking companies in the technology space.

As a leading private equity house, Maven has the capacity to invest in a wide range of North East

businesses in private equity transactions of up to £15 million, and on behalf of a range of funds including six venture capital trusts (VCTs) and a High Net Worth co-investment network. Maven also manages the £20 million Finance Durham Fund, announced this year by Business Durham, which can support the growth of technology businesses located in, or looking to relocate to the County.

With over £15 million invested into technology businesses already in 2017, Maven has supported a number of innovative firms to maximise their growth potential.

In January Maven led a £2.7 million investment in QikServe, a company that has developed a patented B2B cloud-based platform aimed at hospitality operators, enabling customers to order and pay for items from a smartphone, tablet or self-service terminal. Maven's funding package enabled the rapid roll-out of QikServe's innovative software platform across the hospitality sector.

In April Maven supported the £6 million management buy-out of ProspectSoft, which provides niche, award-winning CRM and e-commerce software for the B2B market. The business utilised the funding from Maven to help roll out its new Cloud-based SaaS software application Prospect 365.

In June Maven completed a £2.25 million funding package to support ITS Technology, a leading alternative network provider. ITS builds and

maintains fibre networks, providing fast and reliable connectivity to businesses in mainly rural areas. The business will use the funding to invest in further networks in new geographical locations, as well as further strengthen the operational capabilities of the business.

Locally, Maven recently invested £1 million to support the next phase of growth of Newcastle-based app designer and technology consultancy, hedgehog lab, which has grown rapidly in its first 10 years and established a global footprint. Funding will allow the company to invest further in its sales and marketing function, boost its delivery capabilities and broaden its presence overseas.

The Opportunity for North East technology businesses

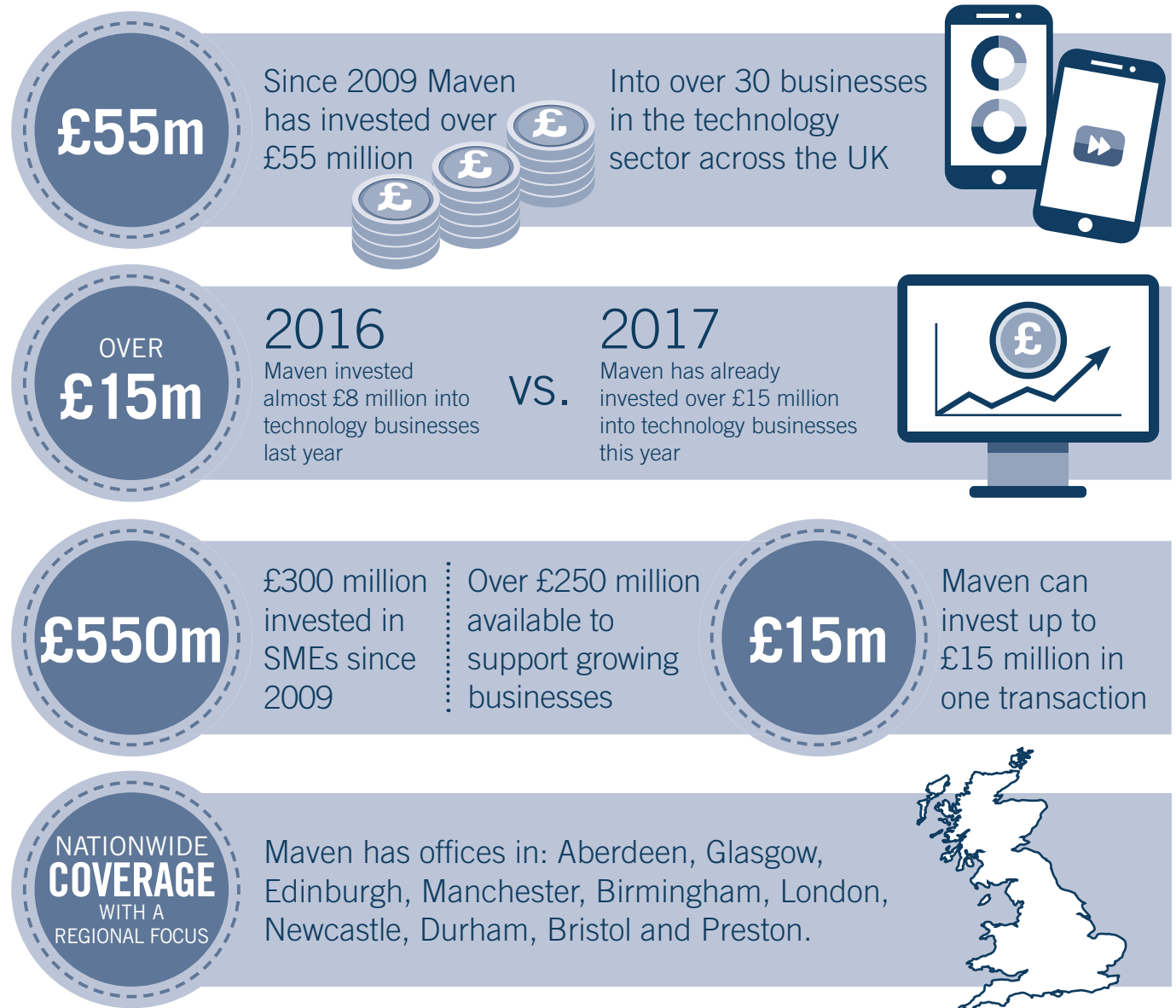
With an experienced North East team, operating from new offices in Durham and Newcastle, and a strong investment history across the North of England, Maven is well-resourced to provide the necessary support to local companies, both in terms of the initial investment process and the ongoing support as those businesses grow.

As a member of Dynamo, we share the organisation's core mission to 'Grow the North East IT Economy' through collaboration, innovation and skills. We are strong supporters of this industry-led initiative and are already supporting the sector through investment both regionally and nationally.

Our local team are actively seeking exciting technology businesses, based in the region, looking for the right funding to help achieve their growth plans. Please contact Maven's North East team to discuss your business and its plans, or visit www.mavencp.com to find out more.

INVESTING IN TECHNOLOGY

Maven Capital Partners, one of the UK's leading private equity houses, plays a vital role in fuelling the growth of dynamic technology businesses, providing flexible funding packages to suit the growth requirements of this thriving sector.



If your business is in need of finance to help unlock its growth potential, we may be able to help.
For more information please contact:

Salvus House, Aykley Heads, Durham, DH1 5TS. T: 0191 731 8595

Earl Grey House, 75/85 Grey Street, Newcastle upon Tyne, NE1 6EF. T: 0191 731 8590



CALYSTA MAKING WAVES IN THE AQUACULTURE INDUSTRY

With an array of innovative concepts and ideas, Calysta Inc. continues to shape the future of nutrition with the help of UNW.

The biotechnology company, which was founded in 2011, develops and produces proteins for commercial aquaculture and livestock feed, provides nutritional feeds and animal health products for fish and livestock, and offers chemicals used in end products such as fibres, plastics and building materials.

The USA parent Calysta Inc. was known as Calysta Energy until May 2014, and has headquarters in Menlo Park, California. A 37-acre feed production plant in Memphis, Tennessee is also currently under construction, where Calysta Inc. will produce their FeedKind™ protein; a natural, safe and sustainable fish and livestock feed ingredient. It is a non-animal, non-vegetable protein to fill the growing world demand.

As part of their international expansion plans, Calysta now also operate from sites in the UK and Singapore. It was when securing funding for their UK base in December 2015 that Calysta first came to work with UNW.

The UNW corporate finance team's experience in the grants field led to an introduction to the company, and the team supported Calysta's management throughout the grant appraisal process. The successful application meant that

Calysta received an award of £2.8 million from the Exceptional Regional Growth Fund (eRGF).

The funding paved the way to develop the R&D and market introduction facility located at The Wilton Centre Teesside, which has enabled Calysta to commercialise the FeedKind™ product and develop technology for further products.

The project will create or safeguard 39 science, research and engineering jobs in the region.

With funding secured and work on the Redcar facility underway, Calysta were also looking for assistance with the entire financial set-up of their UK subsidiary, and consolidated their working relationship with UNW by choosing them to carry out their outsourced accounting and tax requirements.

Graham Aylen, Managing Director at Calysta UK Limited, said: "The support we received from UNW throughout the grant appraisal process was fantastic, so when the time came that we needed help with every aspect of our financial operations, we didn't hesitate in choosing them. The wide range of business advisory services UNW provides means we can access all the expertise we require from the same trusted advisor.

"They do everything for us, from payroll and completion of annual accounts, to tax compliance and help with our Research and Development (R&D) claim. We have found UNW to be professional and flexible at all times, and they represent superb value for the services we receive."

Calysta receive a fully outsourced accounting service from UNW, with a key benefit of the arrangement being cloud accounting tool Xero, which ensures Calysta representatives in the US always have access to their UK financials.

Hazel Smith, Accounting Services Partner at UNW, said: "Our outsourced accounting offering is tailored specifically to the needs of the individual client, and with Calysta newly established in the UK, they receive all aspects of this service.

"We work closely with their finance team in the US, enabling them to provide their investors with the UK and group consolidated figures. By providing them with all the services they require across our departments, there is no need for Calysta to employ a specific finance team in the UK.

"We are delighted to have contributed to Calysta's successful transition to the UK, and look forward to our future working relationship with them."

AKZONOBEL'S NEW FLAGSHIP PAINT FACTORY RECEIVES GOLD INVESTORS IN PEOPLE STATUS

Earlier this year, AkzoNobel received its very first assessment against the Investors in People Standard and we are delighted to announce that our new state-of-the-art facility in Ashington has been awarded Gold level status.

Designed to help businesses improve performance through its most valuable asset, its people, IIP is all about developing strategies that increase employee engagement, improve management effectiveness and drive continuous improvements.

The IIP assessment is a lengthy process which was carried out by an independent assessor who visited our flagship site in Ashington a number of times in order to complete an initial context analysis and production of an assessment plan, an online assessment which was administered to AkzoNobel staff to complete, individual and group interviews, a thorough review of supporting documentation, a site tour and observation of our ways of working.

The team at AkzoNobel were delighted to receive praise from the assessor on our high-performance management style, our core principles and work culture, desire for continuous improvement and high levels of employee engagement.

Jeff Hope, head of manufacturing unit at AkzoNobel Ashington, said:

"Although from the outset, our ambition was



to achieve Platinum status, the highest level of accreditation the IIP offers, we were delighted to receive our Gold level IIP status.

"The only factor which prevented us from achieving Platinum status was our lack of operational data. One of the IIP's key criteria for achieving Platinum status is to have three consecutive years' worth of data to corroborate your assessment which naturally, as a brand-new site, AkzoNobel Ashington

doesn't have yet.

"Our plan going forward is to be reassessed again in 18 months' time once we have our three years' worth of data and hopefully by that point, we will have done enough to achieve Platinum status.

"I'd like to take this opportunity to thank and congratulate each and every member of the AkzoNobel Ashington team for helping to make this possible!"

To find out more about AkzoNobel, visit www.akzonobel.com.

**There's only two things certain in life: taxes and death.
So why pay more than you have to?**



KP Simpson
Certified Public Accountants

KP Simpson are one of the fastest growing Certified Public Accountants in the North East with specialists in all aspects of commercial and personal accounting.

f KP Simpson | 0191 420 0550 | KPSimpson.co.uk | @KPSimpsonTAX

% Taxation Services | Business Accounting Services | £ VAT and Payroll



YOUR EYE ON THE REGION...

STEPHEN SUMNER

Managing Director at top independent financial advice firm,
Explore Wealth Management Ltd.

Did you grow up in the North East or did you decide to relocate here in later life?

I was born at Newcastle General Hospital and grew up in Ponteland so yes, I'm North East born and bred!

What do you think it means to be a businessperson in the North East of England?

As a business person, or more specifically, a business owner, I feel very aware of my responsibility to others in terms of creating quality, sustainable jobs for good people. The North East is a great place to live but it's up to business owners to make it a great place to work too.

What is your favourite aspect of life in the North East?

The North East has such a fantastically rich cultural and industrial history, which is something I feel particularly proud of. Whenever I see the cranes along the River Tyne, St. James' Park, the castles dotted along the coastline or even modern buildings like the MetroCentre, I feel a very strong connection to the North East as these landmarks are all part of what makes the region so unique.

Do you have a favourite hotspot for a business meeting?

I'm fond of The Badger pub and

restaurant in Ponteland for a quiet business lunch in a nice, rustic country pub surrounding. Every so often though, I do like to treat clients to a day out in one of the hospitality suites at St James' Park.

Where do you like to eat out in the region?

I really enjoy dining out with my wife and family in and around Newcastle. Pizzeria Francesca in Jesmond is a particular favourite for good, authentic Italian cuisine and hospitality, or if I'm in the mood for some spice, I like Sachins Punjabi restaurant.

Where do you like to unwind within the North East?

I'm a huge Newcastle United fan so I can often be found either at St James' Park or in one of the city centre's many pubs on a match day. The atmosphere in the town when the team are playing at home is absolutely electric and is definitely something everyone in the North East should experience at least once.

Are the people really friendlier?

Absolutely! It never fails to amaze me how total strangers of all ages will strike up a conversation with me if I'm out and about by myself. I don't think you find that in many other parts of the UK.

What do you think is the best view in the North East?

Bamburgh Castle at sunset is a personal favourite. The view of the castle looking up from the beach is really very impressive!

Do you think living and working in the North East offers the same opportunities as elsewhere in the UK?

In my profession, I would say that the opportunities in the North East are just as good as those you'd find in London and the south but with a few added bonuses! We have generally shorter commuting times and lower property prices, meaning you can generally get more bricks for your money, all of which adds up to a better quality of living.

Have you had any experience of working elsewhere and how did it compare?

I've been lucky that during the course of my career I haven't had to venture too far from home. I have worked in Darlington, Middlesbrough and Leeds which are all very 'northern' so the people and work experience was much the same, the only thing that was different was the lack of a post-work pint culture, which at the time was rather disappointing!



BUSINESS OWNERS HONOURED AT 14th NORTH EAST ENTREPRENEURIAL AWARDS

Newcastle-based financial services entrepreneur David Harrison has been named as Entrepreneur of the Year by the Entrepreneurs' Forum at the organisation's annual awards.

David, who is Managing Partner of True Potential LLP, was presented with the Ward Hadaway-sponsored award at the event, which took place at the Boiler Shop at the Crown Plaza Hotel.

With a proven track record in business growth and entrepreneurialism, David leads one of the UK's most innovative financial services groups, which provides products and technology to over 1.4m private clients, in addition to working with nearly 20% of UK financial advisors.

David Harrison said: "I am very humbled to have won this award, especially as the North East is home to some of the country's most inspiring and successful entrepreneurs. The word entrepreneur means different things to different people, but to me it's about the ability to bring together excellent teams of people who can take the entrepreneurial journey with you and deliver on your ideas, creativity and drive."

The event also honoured respected North East entrepreneur Freddy Hoult with its Lifetime Achievement Award, sponsored by Corporate Traveller. Acknowledged for his contribution to North East business, Freddy was presented with the award for the impact he has had on the community and the region's economy.

Freddy, 79, built up Hoult's Removals to become one of the UK's leading removals firms before its

sale to Pickfords, in 1983. He is also recognised for his work developing the iconic 10-acre Hoult's Yard in Byker as an attractive and thriving office park, which has supported many growing business in Newcastle.

"Thank you very much for this award. It is a privilege and I'm taken aback to be in such esteemed company as previous recipients Sir John Hall, Sir Peter Vardy, John Squires, Alan Reece and John Fenwick. I know the home audience is the hardest to please, so to get this award is very much top of my trophy cabinet.

"It's great to be in the company of hundreds more local entrepreneurs who's firms are making things happen for the North East. Well done to everyone who's pushing on!"

The Entrepreneurs' Forum also presented, for the first time, a new award to recognise scale-up businesses that are demonstrating consistent growth and development.

Sponsored by NBS, the winners of the inaugural award were the owners of Intelligent Services Group, Ben Ridgway and Jamie Cook. Their business supports property professionals through technology-led services and performs, to year-on-year growth of more than 20% over the last three years.

Other awards on the night included the O'Brien Waste Recycling Solutions sponsored Emerging Talent Award, which went to Steven Rawlingson, managing director of recruitment specialist Samuel Knight International. In just three years Samuel Knight has grown to operate three offices in the UK, with scope to launch an office in New York and achieve record revenues of £26m.

Renowned business coach and mentor, Dr David Cliff, of Gedanken, was chosen by the Entrepreneurs' Forum Board as its Malhotra Group-sponsored Mentor of the Year, to round-off another successful event in celebration of the North East's business community.

Organised by the Entrepreneurs' Forum, in partnership with the North East Growth Hub, it remains the highlight of the organisation's calendar of events, which is made up of more than 300 leaders of high-growth North East businesses, that employ over 23,000 people and have a collective turnover of in excess of £2.3 billion.

Gillian Marshall, chief executive of the Entrepreneurs' Forum, said: "Our awards pay tribute to the many success stories in the region, recognising the entrepreneurs that are driving economic growth, creating jobs and, ultimately, championing the region as a place of prosperity where successful businesses can be established and scaled up."

The Entrepreneurs' Forum support more than 300 aspirational North East business owners in all sectors, helping to expand their networks, improve leadership skills, share experience, create new opportunities and grow their business. For more information call 0191 500 7780 or visit www.entrepreneursforum.net



IN BUSINESS YOU HAVE TO BE SINGLE MINDED.

And the same goes for a bank. At Allied Irish Bank (GB), we're single minded. We specialise in offering Owner Managed Businesses all the banking they need.

**To talk to a bank that's as focused as you are,
call 0345 034 3253 or visit aibgb.co.uk**



**THE SINGLE MINDED
BUSINESS BANK**

Telephone lines open from 8am-8pm Monday to Friday, excluding bank holidays in England and Wales. Calls may be recorded and monitored for security and training purposes. Calls to 0345 numbers are the same costs as a call to "01" or "02" landline numbers and charged at local rate. Calls to an 0345 number are also included in any bundled minutes or free talk that covers landline calls.

Allied Irish Bank (GB) and Allied Irish Bank (GB) Savings Direct are trademarks used under licence by AIB Group (UK) p.l.c. (a wholly owned subsidiary of Allied Irish Banks, p.l.c.), incorporated in Northern Ireland. Registered Office 92 Ann Street, Belfast BT1 3HH. Registered Number NI018800. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

AIB CCAS

DAVID HARRISON

True Potential LLP

Tell me a bit about your background in business

From leaving school I was mostly self-employed working on building sites and in my late 20s I began to employ bricklayers. Towards the end of my construction career we were picking up several housebuilding contracts.

I broke my leg quite badly playing football and found it difficult to get about on sites at the time. A friend of mine was working in sales and sold me on the idea of a career in the industry, which worked out quite well. I worked as a life insurance salesman and progressed through to director level.

It was in 1996 when I left and a year later started a company called Positive Solutions with an old colleague of mine, Maurice Cotter, which went on to become the largest independent financial advice (IFA) business in the UK, at that time. A significant part of the business was our use of technology and, in particular, the internet to help us conduct business throughout the UK. This freed us up from having local sales offices and allowed us to recruit and expand quite quickly.

We sold the business to Aegon in 2003, but there was an earn out period until the end of 2006, after which time I spent a couple of years as chairman. I then formed a new company called True Potential in 2007, which is a much, much larger entity than Positive Solutions, bringing on board a number of the former partners at PS.

What was the company's first business premises and how has this evolved over the last decade?

We moved from Gosforth where Positive Solutions was based across to Newburn Business Park, which is an excellent place to do work because people can get here from the airport and train station easily, and those south of the River Tyne can get here pretty easily as well.

Having shared an office briefly, we now have our own offices on three floors at the entrance of the business park, and have remained here since True Potential was formed. Newcastle truly is a great place to do business.

How has True Potential grown and what do you attribute this to?

Investments are just a posh name for saving money and we're riding a wave of people needing what we can provide. Our growth is about this. We understand the need to service these people and set them up for their futures.

We are unique. We try and speak the clients' language and simplify things and cut out the jargon.

True Potential provides innovative, but regulated products, and technology has dramatically reduced the cost to supply them. The key is to get people in the habit of saving. I know it's difficult as people

are largely in the habit of spending! We're trying to break that mould through the use of technology.

Our workforce has also grown stronger with 250+ excellent, trained staff based at Newburn, the majority of whom are in their 20s - they are enthusiastic, highly-motivated and well paid. The vast majority have been educated locally too, at the some of the region's leading universities.

We also have a presence in Northern Ireland and a sales office in Belgravia, London, in addition to a strong network of 540 self-employed financial advisors and 4,000 IFAs working in firms across the UK, with whom we share strong contractual relationships.

How has the market changed since you started True Potential?

The pace of acceleration of people needing to save has increased, so I think everyone now realises they need a good retirement, particularly those working in the private sector, to look after themselves.

So, over the 10 years we have been able to service these people and provide them with the savings and investment tools necessary to support their plans.

We did predict it and are clever enough to understand the demographics and changes which affect government - if they don't have the money to provide these things, they won't.

One thing that has changed the way business is conducted is regulation. It has had a negative impact on the consumer, as all regulation costs money, which is ultimately paid for by them. Some of it is unnecessary and requires simplification, but we are all in the same situation and abide by it all the same.

What would you say is True Potential's unique selling point?

When you put together an offering it often has several elements to it, none of which are unique, but by the time you have put it together, it becomes unique. We are unique as far as we can tell. There is only one of us!

The way we have brought together the kind of people we have got and the fact we provide our own software, makes us unique. We write our own products - it is ours - our investment management is internal, the sales advisors are ours, our websites are ours - we don't get someone else to produce them. It is a big part of why we are successful.

We believe in a thing called 'skin in the game' - that we have invested in our own company - it's our money. If our funds don't do well, for argument's sake, I do worse than any of our clients.

You wouldn't buy a Ford motor car from a salesman who is driving round in a Mercedes, if you had any brains, which shows a lack of integrity in the brand. Every captain goes down with his ship, which runs true with everything we do.

How do you keep staff motivated?

Money motivates people - which people don't like to say - but it is a primary motivator in life. We make sure that our employees are getting the right rewards.

Everything we do has a reward attached to it - whether it is through salaries or bonuses. We go as far as making people do better at what they do. They care for their clients, their clients pay them, so we don't need to wake them up and send them off to work each morning. Our staff work incredibly hard.

A lot do rely on passing courses and professional exams, so we also allow them ample time to prepare and the use of our facilities to study.

How does your motivation compare now with that when you started your business journey?

Exactly the same. I'm as motivated today as I was 20 or 30 years ago. I have no problems with going to work, although I will retire at some point!

How is the business structured?

The Group structure is organised and regulated in a way where we have to have separate entities to comply. Heavy, yet fair, regulation has dictated the way the company is structured.

For example, to run our own pension scheme it took us a year to get authorisation.

Because of our size and the constant belief we have shown in the continual need and clear digital link between the end client and their investments, we have set out to achieve this through the products and services we offer - all of which are fully compliant with the relevant regulations.

If it was up to us we'd just have one firm that did everything from cradle to grave for the client, but it's not allowed. Financial services in the UK are the world's best and it is not just restricted to London; we have people here and fund managers in the region who are the envy of the world.

What are the future plans of the business?

We will continue to grow. The figures for this year will show further growth, with turnover close to £100m and profits and EBITDA also rising.

There are no plans to distribute money, only to invest further in True Potential. We do have a number of private equity partners involved in the business, who can open doors in other international markets, such as Asia and the United States, but there are no concrete plans for this.

The UK is a big economy, it's a big country and there's plenty here. That's not to say if there was an opportunity to expand globally that we wouldn't take it.



David Harrison won the Entrepreneurs' Forum North East Entrepreneur of the Year award for 2017. The Entrepreneurs' Forum is a unique group of like-minded people who come together through peer-to-peer mentoring and a series of inspirational events to share best practice, create valuable connections and grow their business. For more information, visit www.entrepreneursforum.net

THE IMPORTANCE OF A SECOND INTERVIEW



Bryony Gibson, Managing Director of Bryony Gibson Consulting, discusses how a two-stage interview process can prevent employers from making the wrong appointments.

If you're responsible for bringing new people in to your business - whether it's with the help of a recruitment agency, an in-house HR professional or by hiring direct - the one thing you can guarantee is that the final interview will be down to you.

If you've ever had to pick up the pieces of a bad hiring decision you'll understand how important this is, but if it's not something you do often, it can be quite daunting.

As an interviewer your goals are simple, to sell the benefits of working at your company and identify the perfect person to join your team.

Attracting quality applicants is a challenge in itself, but once you've achieved this, it's important to get the interview process right.

The first thing to remember is that an interview is nothing more than an initial expression of interest from both parties, giving you a chance to get to know one another better.

It's a two-way conversation where neither side should presume to be on a higher footing but, as the employer, the onus is on you to plan the encounter; and by that I don't mean read their CV!

Think carefully about how you want the interview to run. What do you need to know? Who does the

applicant need to meet? What messages do you want to get across? Will there be any practical or written tests? How will you assess the candidate against your company values?

And don't forget to share your plan with all parties. You want to see people at their best, not catch them off guard, so the more they know the better things will be.

Of course what works for one doesn't always work for another, so whether you decide to run tests prior to interview, opt for a telephone call or have an informal chat to narrow down the field, that's fine.

There is however strong benefit in having at least two-stages to the interview process. With such an important decision at stake, 60 minutes really isn't a lot of time to make up your mind about someone's ambition, personality and experience, let alone fall in love with them.

With only one meeting you limit the number of people that can see the applicant without it becoming overwhelming. A second stage allows you to do this in a far less daunting way, giving your team the chance to make a series of good impressions and you the luxury of other opinions before you decide.

If you're going to split the interviews, consider focusing the first one on personality, chemistry and their technical capability to do the job.

Explain the role in detail and establish what their aspirations and expectations are. Dig deep into what they know about your business and why they want to leave their current employer. Try probing to see if they expect a counter offer when they resign. This will all give you an indication of how serious they are about moving.

Stage two is when you bring other key staff into the process, which can add value and create a different dynamic to the conversation.

It may be a little more relaxed for you and applicant, which will give you the chance to cement your relationship, but always remember it is the first time your colleagues have met them.

Focus on following up with any queries you still have and, providing it goes well, use this as an opportunity to pitch the benefits of joining your firm. You could even show them around your office and introduce them to future work colleagues if appropriate.

Don't forget that people have good and bad days in interviews and you need to make sure the relationship can grow over the long-term. The more information you can get, the better your hiring decisions will be.

Contact Bryony for career advice and for help finding the right tax & accountancy role or recruits on (0191) 375 9983.

Alternatively, visit www.bryonygibson.com, connect on LinkedIn or follow @bryonygibson.

**BRYONY
GIBSON
CONSULTING**
Recruiting specialists, helping you grow.

INTERNATIONAL TRADE VISIT TO INDIA, 22nd NOVEMBER – GROW YOUR BUSINESS WITH FAB

The Federation of Asian Businesses (FAB) is working with the North East Growth Hub and wider partners of the Northern Powerhouse to arrange a trade mission to India.

Are you a business who:

- Is currently exporting but looking at new markets and new opportunities?
- Would like to increase their footprint and accelerate business growth in India?
- Is new to exporting, business is growing and their product/service lends itself to the Indian market?

If yes - this mission is for you.

There will be a particular focus on:

- Digital technology
- Bioscience and biotechnology capability
- Smart cities lead state
- Manufacturing
- Electronic system design and manufacturing
- Pharmaceuticals
- Knowledge Transfer Partnerships with Education and Industrial Institutes

FAB will work with you in advance of the mission to provide detailed market intelligence for business opportunities in India and set up bespoke opportunities for your specific business need.

The mission lasts for a total of nine days and you can attend for the full duration or for a small part - whatever works best for you.

Why India?

India is the second largest country in the world by population, the world's largest democracy and the largest English speaking nation in the world.



Recording an annual average growth rate of 7.5% from 2004 to 2013, India's economy is now growing faster than China's. The country's economy is set to exceed the size of the UK economy in the next few years and is forecast to be the 7th largest economy in the world by 2019.

India's new government is committed to pursue economic growth and initiatives including "Make in India", "Digital India", "Skill India" and "Smart Cities" have created a positive business environment with a number of business growth opportunities.

India's growth is largely driven by domestic demand, fuelled by a rapidly growing middle class.

What are the benefits of this mission?

- Pre-visit an in-country briefings providing market intelligence and advice on how to do business in India
- Networking opportunities and client entertainment
- Prearranged B2B meetings
- Shared intelligence through a number of different businesses being on the mission
- Services of an experienced mission manager before and during the trip
- Meet with Indian Ministers and policy makers relevant to your business need
- Meet with Chamber of Commerce leads

What's included in the cost of the visit?

- Pre-trade mission delegation briefing with FAB
- Return flights from UK to Delhi
- Return transfers from Delhi Airport to hotel
- 5* accommodation on a bed and breakfast basis
- Optional one-day sightseeing
- Return internal flight from Delhi to Bangalore (if required)
- Full tailored plan for the duration of your stay
- PR support pre, post and during the mission to maximise promotional opportunities

After the visit

If you decide to progress to set up your business in India, FAB can provide a full support service to help you do this.

There could be match funding grant support available to cover hotel and travel costs, please use contact details below for more information.

For more information about the trade mission or to book your place, please contact Sharon Jandu:

Email: Sharon@yaba.uk.com

Phone: +44 (0) 7807 474885

Federation of Asian Businesses AB Connexions ABConnexions North West Asian Business Association (NWABA) & Yorkshire Asian Business Association (YABA) Sharon Jandu +44 (0)7807 474885



Ammar Mirza
pic: Peter Walton 2014

INCREDIBLE INDIA

Earlier this year I shared my personal experiences of the significant and substantive opportunities open to UK businesses in exporting to India and why every business with growth ambitions should consider doing so.

This topic has become even more important given the various Brexit considerations.

India is the second largest country in the world by population, the world's largest democracy and the largest English speaking nation in the world.

Recording an annual average growth rate of 7.5% from 2004 to 2013, India's economy is now growing faster than China's. The country's economy is set to exceed the size of the UK economy in the next few years and is forecast to be the 7th largest economy in the world by 2019.

India's new government is committed to pursue economic growth and initiatives including "Make in India", "Digital India", "Skill India" and "Smart Cities" have created a positive business environment with a number of business growth opportunities.

Over the past 12 months the Federation of Asian Business (FAB) has developed meaningful and practical relationships with organisations in India and particularly with the state of Karnataka. FAB have organised a trade visit supported by the North East LEP, Northern Powerhouse and Department for International Trade (DIT) for the end of November. Offering a unique opportunity, the visit will enable organisations and businesses to explore first-hand the incredible prospects of expanding into India that everyone should consider as part of their business growth plans.

Meeting with Ministers, educational institutes, trade bodies and businesses the visit will showcase the state of Karnataka with the ambition of developing bi-lateral trade and civic relationships with the North East of England. Earlier this year

I had met with Ministers and various officials in Bangalore, the capital of Karnataka, where the people reminded me of the North East –friendly, hospitable and passionate. I was astounded at the level of development, technology and infrastructure that existed, with Industrial Strategies having been developed back in 2003, which has led to a significant economic boom. Everyone that I met was keen to develop action orientated relationships that have subsequently flourished and translated into real trade activities.

Given that English language is widely spoken, the legal system is the same as ours and the significant ease of doing business, alongside the support from FAB in ensuring that the trade visit provides tangible results, now is the time to explore incredible India and help your business grow.

Ammar Mirza CBE is the founder and chairman of Asian Business Connexions, Board member of North East LEP and holds various other positions across the public and private sectors.

N.B. There is a FAB India Awareness Session organised at the SME Centre of Excellence – Newcastle Business Clinic at 11am on the 3rd November email info@abconnexions.org to register your interest.

**5 MONTHS
50,000 LEARNERS
ACROSS THE NORTH OF ENGLAND**



**Don't just talk about Mental Health.
Let's ALL do something about it.**

Complete a Fully Funded (NO COST) and Flexible Distance Learning Course on Mental Health Awareness.

This qualification will help increase your understanding of the symptoms and management of stress, anxiety and phobias.

There are over 20 fully accredited courses to choose from that you can learn at a time to suit you. Learn and Earn More through the BIG Learn. Supporting 50,000 learners to develop themselves and their future prospects.

SIGN UP ON www.theBIGLearn.uk
or

REGISTER YOUR INTEREST NOW
grow@thebiglearn.uk

T: 01388 436 188

 **TheB1GLearn**  **TheBIGLearnUK**
#theBIGLearn

THEBIGLEARN.UK

Powered by



In association with



*Certain eligibility criteria apply.

PROCUREMENT, THE HEART OF A BUSINESS



In the first part in a six-part series, Rod Brasington, Chief Executive of Prosper, formerly known as NE Procurement, discusses the importance of good procurement principles and maps out the things tenderers should consider before publishing a tender.

The role of the procurement team within an organisation has, for as long as I can remember, been based on process management, negotiation and numerical analysis. Yet procurement is about so much more than buying products, materials or services at the lowest possible cost.

The debate around price versus quality has become a hot topic of conversation in recent years, but what if we focussed our attentions more on price and delivery? Yes, the price of something might be right, and the quality of a product might be of a good standard, but if the project doesn't go to plan or isn't delivered as originally agreed and extra work is required, then it's likely than original costs will creep anyway...

As a landlord, if you were looking to get a set of new boilers for a number of your homes, why would you just look at the upfront cost and pick the lowest? Yes, that might save you money in the here and now, but what happens if the bracket you have in

your homes don't fit that boiler and you then need to buy new brackets to support them? Or what if the boilers don't come with a manufacturer's guarantee and a year later, you need to spend money repairing them? Or what if their lifecycle is a maximum of five years but you need them to last for ten? Maybe rather than needing one member of staff to fit them, this particular boiler needs two, which increases staffing costs? For me, good procurement is about assessing the full package, with whole-life costs naturally considered, and the quality of the product or service involved, and details of the delivery of the project, combined to become the firm decision-maker of professional procurement.

As a public-sector procurement consultancy, at Prosper we see daily the impact good procurement can have. There's a pre-conception that procurement is a really difficult process carried out by people who sit in a dark room somewhere tucked

away. In reality, we see procurement as being a very straight-forward, yet comprehensive process, that can have a real impact on a lot of people.

To ensure that a tender produces the most-effective results, there are two things a tenderer should always consider. Firstly, everybody involved in the process should sit down and identify exactly what the tender needs to achieve so that everyone is clear from the off what the project scope is. Secondly, once you know what you want to achieve, clear, unambiguous specification should be set so that everyone is costing the project like-for-like and so that no project creep can occur later in the process.

In our near decade of working, we've found that if you get these two steps agreed right at the beginning, then it makes the whole process a lot easier to work with and evaluate when results start coming in.

To find out more about Prosper, their work, and how they can help you, visit prosper.uk.com

SOUND OF SUCCESS AS GRADVERT HELPS THE CONCERTO GROUP AMPLIFY ITS WORKFORCE CAPABILITIES



The Concerto Group training

Headquartered in the North East with offices in London and the West Midlands, Gradvert's core business centres around helping businesses attract and develop talent.

A key USP is its 360° diagnostics tool, which evaluates an organisation's people needs so a tailored training solution can be put in place. Here Perry Deakin, sales and marketing director at Gradvert, talks about the programme the team has put into place for leading national hospitality and events business, The Concerto Group.

The Concerto Group is one of the UK's leading hospitality and events businesses. It comprises over 16 services and divisions, with seven offices and over 120 full-time staff.

With a unique ability to provide lifestyle events and experiences through one point of contact, Concerto offers everything from event management, venues and bespoke catering, to entertainment, bars and restaurants. Through the group's wide expertise they are able to deliver exceptional experiences in incredible settings.

From an internal perspective, this means they have complex staff training needs across a range of locations.

In 2016 The Concerto Group decided to take a more strategic approach to its people development. Not long after, Gradvert was appointed to deliver a bespoke training solution.

Gradvert's role has been to provide a commercial

account management programme that empowers sales teams and builds key client relationships.

Making the most of Concerto's staff investment

Concerto is making a significant investment in the development of its sales teams. Our training programme builds on their existing sales skills and provides them with the tools and confidence that will help them deliver an exceptional customer service and build long-term client relationships.

But it's not as simple as it seems. Getting to the delivery stage with a training provision that is tailored to the required organisational outcomes takes time and in depth knowledge.

Which is where Amplifier by Gradvert has come in.

Our Amplifier by Gradvert service enables us to improve our clients' business performance by improving their people. We help companies understand and enhance their development programmes and ensure these are aligned with management goals.

We use a 360° diagnostics tool to help us understand the employer's workforce challenges and culture and design a solution that evolves as the organisational needs do. We make sure this works across all the development pathways, from graduate entry level to management; and from

senior management to director level.

For The Concerto Group, this has meant helping the company's various divisions collaborate more to share best practice; the delivery of an unified customer experience across the board and engendering confidence in the wider team where engaging with potential clients.

Management buy-in aids success

Gaining management buy-in for our work from the outset is always critical to success. We need to understand the directors' expectations of the programme and use this to inform our delivery.

It's well worth the effort, solidifying the relationship and enabling us all to celebrate success.

As Adam Elliott, The Concerto Group CEO, said: "When it came to finding a training solution that would help us enrich our talent, Gradvert was the obvious choice.

"We're confident our employees will be inspired by our new commercial account management programme and look forward to its implementation. It is crucial for us to nurture our talent and we are fully committed to investing in our teams. We are dependent on our people and we want them to develop and grow with the Group."

We look forward to continuing to work with The Concerto Group in future and watching it grow.

For more information on Gradvert, please visit www.gradvert.com



Rebecca Harbron Gray

ENJOY EXTRA PEACE OF MIND WITH A LPA

Making a Lasting Power of Attorney (LPA) can be one of the best ways to prepare should someone ever be unable to make financial or health decisions, and should not be delayed. It is always hoped it is never needed but the reassurance it can bring when it is needed is a relief to individuals and their family and friends.

Here Rebecca Harbron Gray, head of Wills, Trust and Probate at Gordon Brown Law Firm LLP (GBLF) dispels some common misconceptions around LPAs.

I don't need a LPA because I have a Will and my Executors will make decisions if I can't.

Lifetime affairs can be looked after by use of a LPA whereas your affairs after death only can be managed by your Executors. Often people think Executors' powers extend to lifetime affairs but they do not. It is just as important to appoint someone trustworthy and reliable to look after your affairs during your lifetime as it could really affect your way of living if you didn't have someone immediately available to help.

A LPA enables you to choose a person or persons to look after your financial and/or health affairs, and to act in your best interests to protect assets and health decisions especially when you cannot make those decisions yourself. Often making such decisions is more relevant during your lifetime as it can affect your standard of living. So as well as having your Will in place to appoint Executors,

don't forget to get your lifetime affairs in order too by creating a LPA.

Me and my spouse/partner have joint bank accounts with each other (or our children) therefore we don't need LPAs, do we?

Having joint accounts or even an appointee-ship with the Department for Work and Pensions are no replacement to LPAs. Having a joint signatory or third party nomination on an account may seem like a 'quick fix' but overall it isn't always a solution to a wider problem. Anyone can add a joint signatory or change an account to be in their joint names but the authorisation only lasts for as long as you have mental capacity.

If you were to lose capacity, for instance through dementia or an accident, the bank can remove the joint access as it cannot last during a period of incapacity. Although rare it is possible for them even to freeze the accounts. It is also very limited and would not enable open communication with other institutions or any health decisions to be made for you. A complexity can occur on death too that the joint account passes outside your estate

to the surviving owner which may not have been what you wanted and beneficiaries can lose out. This would need to be addressed by a client's Will rather than a property LPA.

I will get a LPA when I need one, I don't want to hand over responsibility or control quite yet.

Don't leave it too late! If you are in a position where you need a LPA to be operational there is a good chance that you may find it harder to do. The person certifying you have capacity to understand the document (known as a Certificate provider) may find it harder to confirm you have the necessary standards of understanding and a doctor may need to be involved at further cost. The very best time to do a LPA is when you are in no rush or have no immediate need for its use. Just by creating a LPA does not mean you lose control or hand over responsibility for your affairs. If anything you are keeping control as you are choosing the person you know and trust rather than that decision being taken away from you.

For further advice on the benefits of a LPA contact GBLF's Wills, Trust and Probate team on: T: 0191 388 1778 E: info@gblf.co.uk W: www.gblf.co.uk

Conveyancing that's right up your street

A tailor made conveyancing service that meets
your individual needs.

Call: 0191 260 6571

or email: team_conveyancing@true.co.uk



NORTH EAST COMPANY OF THE YEAR TO CREATE CLOSER LINK BETWEEN EDUCATION AND BUSINESS

In a bid to encourage further curriculum development for STEM subjects and introduce more young people to the career prospects on their doorsteps after leaving school, North East Company of the Year, Omega Plastics, has revealed plans that will create closer links between the worlds of education and business.

The leading plastics manufacturer, which operates sites across the North East at Blyth, Hartlepool and Washington, has developed an innovative new education programme in partnership with a local secondary school that will provide students the opportunity to learn more about the manufacturing and engineering sectors in a unique learning environment.

Due to launch at English Martyrs School in Hartlepool this Autumn, the two-year vocational programme will combine theoretical workshops with practical assignments and factory visits, to enable students to get a better understanding of the range of jobs available to them within the manufacturing sector while also providing them with some tangible work experience that they can use to their advantage when job seeking in later life.

Marketing and CSR manager at Omega Plastics, Megan Carr, said: "At Omega Plastics, we are passionate about education. The students of today are our potential workforce of tomorrow, but as it stands, not enough is being done to help equip young people with the skills they need to succeed in real working environments.

"As an extension of the company's corporate social responsibility policy, we decided to devise our own education programme which would help to close the gap between education and business.

"By actively supporting English Martyrs School with the delivery of workshops and practical projects, we hope to not only help to promote STEM subjects, but also to introduce the students, female students in particular, to the



engineering and manufacturing industries as a viable source of employment post-education."

Head of Year 8 at English Martyrs School, Alistair Morrison, said: "As an academy, we are delighted that Omega Plastics approached us about setting up this partnership.

"We are aware of the key role companies like Omega can play in inspiring our young people to see the value of their education. Furthermore, encouraging our students to make that vital link between working hard at school with the employment opportunities that this can bring in the local community is a key priority for us."

Omega Plastics is the North East's leading provider of specialist plastic-injection moulding and tooling services with clients ranging across the automotive, medical and FMCG sectors.

To find out more, visit www.omega-plastics.co.uk.

GOT A PROCESSOR? GET A CONTRACT

Stephanie Coulson, Commercial Law and Data Protection Specialist at Muckle LLP, talks about the implications the new General Data Protection Regulation (GDPR) has on the relationship between organisations and their data processors.

The latest hot topic on GDPR is the nature of written contracts between data controllers and data processors.

Data controllers collect and "own" the data. If you use third parties to process that data, then you have data processors. They could be in the form of a marketing consultancy, hired to analyse your data, or simply a third party server used to store your data, for example.

A formal contract between data controllers and their data processors is essential to comply with next year's regulations.

Recently, the ICO has issued guidance on the subject.

So what's new?

Data processors will have direct obligations under GDPR, a significant shift from the current Data Protection Act. GDPR introduces specific terms that must be included in any contract between a data controller and a data processor. These are over and above what's needed to comply with the security principle of the Data Protection Act.



These additional terms help organisations manage their data processors and the risks attached to their role. They will also help data controllers comply with the new data protection principle of accountability and give data subjects more confidence in how their data is managed.

These contracts will need to contain, and here's the legal bit, a minimum of:

- full details of the processing and the personal data to be processed
- the fact that the processor can only act on the written instructions of the controller
- that the employees of the processor must be under confidentiality obligations
- that appropriate measures will be in place to ensure security
- details on how and when the personal data will be deleted
- that the processor will assist in the controller's compliance with GDPR, including assisting with subject access requests, data breach management and audits
- that the processor will not sub-contract without consent of the controller
- if consent is given to sub-contract, the obligations on the processor must be replicated in its contract with any sub-processors

What should businesses do now?

The first step for any organisation is to identify all the processors you engage with. Once established, check and perhaps amend any contracts in place, or agree new contracts if there aren't any. Remember, the ICO has a helpful checklist you can follow to make sure your business is set up to comply.

To learn more, check out the ICO's website, email stephanie.coulson@muckle-llp.com or call 0191 211 7932 for expert data protection advice.

muckle^{LLP}



Get Data Protection Right

with expert legal advice for your business

Uncertain about next year's General Data Protection Regulation?
Save time and prepare with straightforward, friendly legal advice for
you and your business.

**Call 0191 211 7777 or email data@muckle-llp.com
to find out more**

muckle-llp.com





Gordon S. Wellham, Managing Director of Richard Reed Solicitors

RETIREMENT AFTER 44 YEARS IN LEGAL PRACTICE

We speak to Gordon S. Wellham, Managing Director of Richard Reed Solicitors, Sunderland on his retirement

Why did you choose the law as a profession?

I had always enjoyed reading, writing and "articulating" the English language so, to my mind, it became a choice between the law and journalism. The law won as I perceived that, as an impressionable young man, there was a greater likelihood of job security and career advancement!

Where and when did you begin your legal training?

Having graduated from Hull University in the summer of 1972, I began my career in the legal profession with Richard Reed, a small/medium sized general legal practice in Sunderland on the 5th March 1973.

Why Richard Reed?

It was the only firm which replied to my numerous requests for articles of clerkship as training contracts were then known. As I later discovered, Dick Reed was a formidable character with a strong personality who, although disabled as a result of polio contracted towards the end of the Second World War, had established his own legal practice and, from his wheelchair, had become a leading advocate in the criminal courts and a respected general practitioner attracting some fine legal

talent to the practice in areas such as family law, conveyancing, private client work and general litigation.

Did you ever consider moving on?

During my 44 years at Richard Reed I did receive quite a number of offers of alternative employment within the profession including one from one of the larger, national (and now international) practices but somehow I found that it became increasingly more difficult to contemplate leaving the loyal client base which I had established by this time whilst advising on issues such as Wills, applications for Grants of Probate, Trusts, Powers of Attorney and Court of Protection matters. I realised I was finding it more and more satisfying and worthwhile helping the elderly, incapacitated and/or frequently disadvantaged members of the local community.

What changes in legal practice have you noticed in your years at Richard Reed?

Too many to mention here but, in particular, the nature and complexity of the law has led to extensive regulation and much increased specialisation and it is hard to envisage the development of a general practice today in the same manner as Dick Reed achieved in the 1950s.

On a separate note massive change has followed the relaxation of the rules about advertising a legal practice and its services. It was virtually unknown when I started and was, I think, then seen as somehow tawdry, beneath the dignity of the profession and actively discouraged because of its potential, as it was then perceived, for bringing the profession into disrepute. Once relaxed, however, the process gathered momentum very quickly to the position in which we find ourselves today.

How do you see legal practice evolving in the future and Richard Reed Solicitors' place in that process?

I think the challenges presented to today's lawyer are many and varied but I believe that Richard Reed Solicitors is in a unique position to meet those challenges with the essential mix of youth and experience across all the teams covering the various disciplines and areas of law which we offer. We have in place a forward thinking and dynamic board of directors embracing modern technology so necessary to meet the ever increasing legal and regulatory demands essential to a modern legal practice and in order to take it to an entirely new generation of consumers with ever more complex and diverse needs.



ESTABLISHED 1948

RICHARD REED
SOLICITORS

WE HOPE YOU NEVER HAVE THE NEED TO CALL US.

But if you do, know that we're here to fight for your legal cause. You can count on us.

We are a specialist and independent firm of Solicitors and Lawyers, offering a comprehensive range of legal advisory services to both private individuals and businesses across many diverse sectors.

Assured, you can depend on a team of reliable, professional and approachable Solicitors who will do more than just respond to your needs.



3 – 6 Frederick Street, Sunderland SR1 1NA
Tel: 0191 567 0465, Fax: 0191 510 9013
Email: info@richardreed.co.uk
www.richardreed.co.uk



FINANCIAL NEEDS IN DIVORCE – HOW MUCH IS ENOUGH?

In January this year I wrote an article on financial needs in divorce, and in answer to the question “How much is enough?” responded - in stereotypical lawyer fashion, I admit – “it depends”.

In view of the recent Court of Appeal decision in *Sharp v Sharp*, it is worthwhile looking at this topic again.

In this case, the couple was classed as being married for 6 years, during which they had cohabited for two of them. There were no children. There were £6.9m of assets, of which £4.2m was held in the Wife's bank accounts. Both of them earned similar amounts, but the Wife had earned bonuses totaling £10.5m during the marriage. They had kept their finances very much separate throughout the marriage.

The court's first decision was that the equal sharing principle should apply, and the Husband was awarded half of the assets. The Wife appealed.

The Appeal Court reduced the Husband's share to £2m, being a 50% share of two properties and £700,000 from the Wife's savings. Overall this was said to reflect (a) the standard of living enjoyed during the marriage, (b) sharing, and (c) the Husband's need for a modest capital fund. The reduction from the original ruling however was due to the short length of the union.

The Judge found that amongst some Judges and practitioners the settled practice, namely that assets were subject to equal sharing regardless of the length of the marriage, was wrong. The length of the marriage will simply be one of the factors in each case to be considered on its own merits.

The statute governing the factors the courts have to have regard to in dividing a divorcing couple's

assets has now been given greater prominence, for in the words of the Court of Appeal a...“blind application of a 50/50 split in every case can only be an impermissible judicial gloss on the statute, which expressly requires the court to consider all of the circumstances of the case.”

Instead of providing further clarification therefore, the waters have been muddied further. Practitioners still have to first establish whether a couple divorcing fall into the “short”, “medium” or “long” marriage category and whether or not the assets are sufficient to cover both parties' needs.

So whilst the guidance might have changed, the answer from my original article hasn't – it still depends!

For more information on the issues raised by this article, please contact sarah.cilly@wardhadaway.com or call 0191 204 4463.



LEGAL 500 SUCCESS – COLLINGWOOD LEGAL RETAIN “TOP QUALITY STANDARD”

Newcastle based specialist
employment law firm
Collingwood Legal
have maintained Top Tier
status in the latest Legal 500
guide just published in October.

Collingwood Legal, which was established in 2010, has quickly become the region's go-to law firm for expert employment law advice with this year's guide recognising that the firm has 'carved out a strong reputation in the market'. It also describes Collingwood Legal as having a team of 'knowledgeable and reliable lawyers who are a pleasure to work with', and which has 'a top-quality standard that is hard to beat'.

The Legal 500 is published annually recognising expert legal advisors and independently ranking law firms. The guide is based on independent research gathered from interviewing clients and business contacts of law firms across the UK.

Four solicitors from the Collingwood team are highlighted in the 2017 edition - Paul Johnstone, Sarah Fitzpatrick and Jane Sinnamon who join the firm's founder and Principal solicitor, Paul McGowan.

McGowan is singled out for his 'drive and business acumen, which inspires loyalty and respect from his clients.' The Guide continues in noting that "... he leads a team of 'knowledgeable and reliable lawyers who are a pleasure to work with', and his expertise in handling restructuring, whistleblowing cases, and senior executives is also noted.



Paul Johnstone is described as an "effective advocate" who specialises in equality and discrimination law." It is also noted that Johnstone "recently advised Sage Gateshead on a change to the terms and conditions of working contracts and the issuing of new contracts."

Both Paul McGowan and Paul Johnstone are listed in the elite group of "Leading Individuals" for employment law in the North.

Consultant Solicitor Sarah Fitzpatrick is regarded as "excellent" with particular expertise in collective redundancy matters.

Finally, Associate Solicitor Jane Sinnamon is noted as being 'incredibly capable' and one of only three solicitors named as a Next Generation Lawyer and star of the future for employment law in the region.

Paul McGowan said: "I am enormously proud that Collingwood Legal has maintained its status as a Top Tier firm in our industry bible, The Legal 500, this year.

"I set up Collingwood Legal seven years ago with the aim of offering the best client service and to be classed as Top Tier based on the feedback from our clients feels really great especially as this ranking is based on client feedback."

This success comes following a successful year for the firm which was also named Law Firm of the Year in the Northern Law Awards 2017 in May this year.

Collingwood Legal has grown quickly in the seven years since it was established and works with clients across the North East and nationally on employment and personnel management issues.

Paul McGowan added: "I am delighted for all of our team. We always aim to go that extra mile to get results for our clients and it is fantastic to see that a number of solicitors in our team have been given well deserved recognition in the latest guide."

"Everyone here at Collingwood Legal is extremely grateful to our clients for their on-going support. Thank you."



CHANCEL PLACE, LONGHOUGHTON

MARKETING SUITE NOW OPEN

This exclusive new development has received high levels of interest with over 50% of the first release now sold. From its picturesque village setting Chancel Place is ideally located to enjoy the peace and tranquillity of the Northumberland coast, whilst being only five miles from Alnwick town centre.

4 and 5 bedroom homes from £265,950
Assisted move available

Let us tell you more - call 07870 881 155
Marketing Suite open Thursday to Monday,
11.00am - 5.00pm

BUILDING
HIGH QUALITY
HOMES SINCE

1987



storyhomes.co.uk

APPROVAL FOR MORE THAN 60 NEW HOMES NEAR PONTELAND



Planning approval has been given for 62 new family homes near Ponteland in Northumberland.

Housebuilder Bellway was supported by planning and design consultancy Barton Willmore in securing consent for the four and five bedroom homes at the site.

Northumberland County Council planning committee approved Bellway's plans for

the 15.8 acre site, within the settlement of Medburn, west of Darras Hall village. The new development will feature areas of landscaped open space.

Martyn Earle, Associate Planner at Barton Willmore, said: "This is brilliant scheme for Medburn. Housing is needed in this part of Northumberland and Bellway's vision for a sustainable development that fits with the surrounding area will provide just that."

PROPERTY FIRM CELEBRATES SUCCESS IN CITY CENTRE OFFICE MARKET

Chartered Surveyors and Estate Agents Bradley Hall let almost 40% of available Newcastle city centre office space, totalling almost 25,000sq ft, during the third quarter of 2017.

Nicholas Bramwell, Surveyor at Bradley Hall, worked across all Newcastle city centre office deals made by the firm during the third quarter, including the largest letting in the city centre by Trinity Mirror. Nicholas said: "This has been an impressive third quarter for Bradley Hall and we have seen success across the board. Newcastle is a vibrant and attractive city which also offers one of the lowest occupational costs of all major UK cities. There is plenty of current and upcoming investment in the city centre, which means we are still to see more development."



BROTHERS IN ARMS OF PROPERTY BUSINESS GROWTH



Two ambitious brothers build a multimillion pound portfolio and their reputations among property investors across the UK.

Anthony Hunter, 26, and brother Chris Hunter, 28, together run Newcastle-based Chant Properties North East. They use investors' cash to buy, refurbish and let out residential properties in the region, and are now purchasing an average of one new property per month.

The pair, who have a firm, five-year business plan, intend to increase this purchase rate almost three-fold to 30 properties a year by the end of year five.

They have also installed accounting software Xero, following advice from their accountant, Robson Laidler Director Martin Wardle. This has been integral in "knowing the numbers" and giving them the confidence to expand.

In order to fulfil its business plan, Chant Properties is on the lookout for new investors.

REGIONAL PROPERTY EXPERTS SPEED UP PROCESS FOR SELLERS

A trio of North East based property experts are coming together in a trial scheme which will enable sellers to get their property 'Solicitor Ready' and set the wheels in motion before a buyer is found.

Regional conveyancing specialist Convey with Me Ltd, based in Morpeth, is trialling the new scheme in conjunction with Jan Forster Estates and Mincoffs Solicitors. Convey with Me use technology to streamline the conveyancing process when buying and selling property.

Under the new scheme, by getting a property 'Solicitor Ready', it will be more desirable to buyers and will speed up the home selling process by up to 14 days without incurring additional costs. Once a buyer is found, a contract can be issued within a 48 hour period.



Kingfisher
BUILDING PRODUCTS
APPROVED INSTALLER



PROGRP
ADVANCED GLASSFIBRE ROOFING SYSTEM

- Kingfisher Approved Damp proof contractors
- HETAS Registered installers of Stoves & Liners
- Fully Trained GRP roof installers
- Extensions
- Plastering
- Roofline - Gutters, Fascias & Soffits
- Stone Masonry
- Plans can be sent via PDF to our email address
- All areas covered and all other building services offered

Ian Arkle - 07710693861

Stuart Arkle - 07710693860

Home - 01665 574604

Email - arkleandsons@gmail.com

Website - www.arkleandsons.com

"A true local family owned business"



Red Gables Cresswell, Morpeth

A substantial detached family home, occupying a mature, generous site within this coastal village with views towards the sea. It offers an excellent "lifestyle change" opportunity with well proportioned accommodation, external gym, office block, ample parking and double garage.

Price Guide: £795,000

4 4 3 D



rare! From Sanderson Young

Ashleigh Sundin
ashleigh.sundin@sandersonyoung.co.uk
rare! Office: 0191 223 3500
www.sandersonyoung.co.uk





Brunton Square Brunton Lane, Gosforth

Representing one of the first resales at Brunton Square, this stunning, stone detached house is beautifully located. The extensive list of improvements and luxury additions carried out by the owners is highly impressive and the property is presented to the very best standards.

Price Guide: £795,000

4 2 3 B



rare! From Sanderson Young

Ashleigh Sundin
ashleigh.sundin@sandersonyoung.co.uk
rare! Office: 0191 223 3500
www.sandersonyoung.co.uk





HILL HEAD HOUSE, WHALTON



PRICE GUIDE: £945,000

Hill Head House is a magnificent five bedroom detached house, constructed circa 1908, substantially extended and beautifully refurbished to create a fabulous family home finished to the highest standard. This immaculately presented property has stylish design features including engineered oak and limestone tiled flooring, underfloor heating to the ground floor, reclaimed pitch pine internal doors, timber double glazed sash windows, traditional fireplaces and cast iron wood burners. Externally, this impressive home occupies a superb 0.84 acre site with south facing gardens with elevated open rural views, a secure gated in/out and extensive driveway, and large purpose built shed/garage ideal as a workshop or for storing classic cars. Hill Head House lies approx. 1 mile from the thriving village of Whalton and is ideally positioned for easy access to Morpeth/Ponteland and the A1 for commuting.



Contact rare! From Sanderson Young on 0191 2233500 ashleigh.sundin@sandersonyoung.co.uk www.sandersonyoung.co.uk

THE ART OF NEGOTIATION PART 2

Janet Hopkinson of Sanderson Young sees yet more similarities between the Brexit talks and property negotiation.

Every negotiation begins with conflict of some sort - different points of view where both sides have strong and seemingly entrenched initial opinions about what each wants. This is the argument stage.

But negotiations can't proceed if both parties don't move from those entrenched positions. Deadlock has to be broken otherwise neither party can proceed to any sort of end, never mind an agreeable one. This means one side has to take the plunge and be the first to make a proposal - to show that they are prepared to soften on their original stated position. This is not weakness. It is strength. It is clever. It is part of the negotiating process, for without a proposal there is stand off.

Theresa May has just made this first move in the Brexit negotiations. After months of squabbling and posturing on both sides of the channel the British Prime Minister made a proposal during a speech given in Florence. Any decent negotiator knows that they should reward a reasonable proposal with, at least, a reasonable counter proposal. What will the European Union negotiators do next? Will they stay in the argue stage and stall the negotiation further? Or will they do the smart thing and signal that, they too, are ready to make reasonable concessions which will help kick start

the constructive stage of the process?

Property negotiation is just the same. Without concessions there is no progress. Skilled and experienced negotiators understand this. They understand how to read the negotiation road map. Which is why employing an experienced negotiator in the form of a talented estate agent is so important.

The secret to good negotiating is in understanding when to argue and when to make a proposal. For house buyers the final quarter of 2017 may be precisely the right time to make a strong proposal. So far the property market has had a slow year. This we can really put down to higher property taxes, the general election and Brexit. We certainly can't put it down to employment and mortgage interest rates.

It may be too soon to call, but there are certain signs that we are approaching, or may even have reached, the bottom of the market cycle. Knowing when to make a move is always difficult. But one thing is certain those people who think they will wait until after the Brexit negotiations are over may well be too late - all the good deals will have been done by people who understand that making a reasonable proposal early is better than reacting when it is too late. The Brexit negotiators should also bear this in mind as they enter the next round of talks this autumn.



Janet Hopkinson, Operations Director, Sanderson Young. T: 0191 2130033 E: janet.hopkinson@sandersonyoung.co.uk

SECURE YOUR PERFECT HEXHAM HOME JUST IN TIME FOR CHRISTMAS

With the festive season fast approaching, five star housebuilder David Wilson Homes North East is urging property hunters to visit its Woodland Rise development to secure one of its luxury, ready-to-move-in homes in time for Christmas.

Based on the outskirts of Hexham, Woodland Rise offers a stunning semi-rural setting for buyers and is within easy reach of the sought after market town and its boutique shops, restaurants and bars, and riverside walks. With a number of good schools, including Hexham First School only a short distance away, it's also a great location for families.

One of the homes available to move in to for Christmas is the Millford, a beautiful four-bedroom detached house, priced from £329,995. With a bright and airy interior, the Millford features a stylish kitchen dining area, making for the perfect hosting space when the family come together for Christmas. The lounge of this home benefits from a gorgeous bay window, the ideal place for a Christmas tree, and has plenty of room for family and friends to gather. To the first floor, the master bedroom features a stylish en suite shower room, plus a further three double bedrooms and a family bathroom, providing plenty of space for both family and guests.

Aslea Wright, Sales Manager at Woodland Rise commented: "Woodland Rise's fantastic homes and beautiful countryside setting has proved very popular with buyers and we would like to urge people to visit soon if they want to be in their new home for the Christmas period. There's a great sense of community at the development and when Christmas arrives it will be a beautiful setting for young and growing families."



To find out more about Woodland Rise or to book an appointment, please visit: www.dwh.co.uk/woodlandrise



COQUET PARK OFFERS A RESIDENTIAL PARADISE IN THE HEART OF NORTHUMBERLAND

Northumberland is famous for its unspoilt beauty and thanks to house builder Bellway you can now have your own fair share of that beauty at their latest development, Coquet Park in the traditional village of Felton.

"We have some absolutely stunning homes availed at Coquet Park," said Bellway's sales manager Alex Philipson. "Visitors to the development can view two exciting and contemporary designed show homes which really illustrate the living standards that buyers can enjoy here. There is a selection of homes available which offer a range of floor plans to suit a variety of family needs which start in price from £229,995."

Bellway's four bedroom Arcacia showhome offers a very generous 1,550 sq ft of living space. The ground floor comprises an entrance hall with downstairs WC, the front facing living room measures 15' 5" x 11' 6", the kitchen and family area run the full width of the property and enjoy French doors to the rear garden making this a very light and airy family room.

The first floor provides four good size double bedrooms with the master bedroom and bedroom one benefitting from ensuite facilities, the

remaining two bedrooms are served by a family bathroom.

"You can enjoy the Northumberland scenery but at the same time you are only 10 miles from the market town of Alnwick in the north and Newcastle is around a thirty five minute drive," said Alex. "The nearest train station is Alnmouth, around nine miles away, from where regular services operate to Berwick, Edinburgh, Newcastle, Durham and south to London Kings Cross. Locally, buses link Felton with surrounding villages, as well as with Alnwick, Morpeth and Newcastle which is really handy for school children."

Externally, all the homes have gardens and garages, or parking. The development itself encompasses areas of open space for the enjoyment of residents and their families.

Day-to-day essentials can be purchased at the village store, while the Running Fox artisan bakery sells a variety of handmade breads and cakes, as well as offering breakfast, lunch and afternoon tea

in the adjoining coffee shop. The village also has a traditional pub: the Northumberland Arms bar and restaurant is a former coaching inn next to the River Coquet, which serves a range of dishes prepared with locally sourced ingredients.

For families, the village school, Felton CE Primary School, caters for young children, while for older students, schools include The Duchess's Community High School in Alnwick and The King Edward VI School in Morpeth.

Buyers with a home to sell can take advantage of Bellway's Express Mover service, where Bellway will manage the sale of your old home free of charge, alternatively Bellway may be able to arrange part exchange arrangements on your old home.

Buyers can also take advantage of the Government's Help to Buy scheme which only requires a five percent deposit and enables the buyer to take advantage of a five year twenty percent interest free loan which reduces mortgage repayments during the first five years of ownership.

For more information, visit www.bellway.co.uk or call the sales centre Tel 01670 783139

Our sales office is open 11:00am - 5:30pm Friday to Monday and 11:00am - 7:00pm Thursday. Closed Tuesday and Wednesday.

Qeleven

**Great benefits
to help your
business grow.**



Lease flexibility



Award winning public
transport and plenty
of parking



Excellent IT
infrastructure



Quorum community
with amenities,
free events and sports



Only 10 mins from the
heart of the City



Fully equipped
meeting rooms and
concierge services



Recruit and retain the
best talent

Your business future proofed at Quorum.



The newly created Qeleven provides high quality Grade A office space. Suites that can accommodate upwards of 5 people are available now and located only 10 mins from the city centre!

At Quorum we love potential. Sure we do big business, but business gets really exciting when it's just about to fly.

At Qeleven, we're really big into small to medium enterprises. Suddenly small is the new big just waiting to grow.

QUORUM

NEWCASTLE

The better place to work

www.quorumbp.co.uk/space

 **Knight
Frank**
0191 221 2211
KnightFrank.co.uk

 **CUSHMAN &
WAKEFIELD**
0191 223 5800
cushmanwakefield.co.uk



CHARLES LAM
SALES & LETTINGS

Northern Insight meets
HANNAH LAMB
 Charles Lamb Sales & Lettings

When Charles and Lois Lamb took the plunge and opened their lettings company in 1995, little did they know the concern would become one of the major organisations in its field within the North East, some 22 years later.

The company was originally a lettings and management only company; now a small but thriving sales operation enhances the original purpose of Charles Lamb.

Charles Lamb had extensive knowledge of the business, having worked for a number of companies prior to the opening of their business and his father, Charles Lamb senior, contributed a sizeable portfolio himself. With years of experience and a number of contacts within the profession, setting up his own company, seemed a logical step to take. Although nervous, Lois provided the encouragement and support needed to move forward with it. From that day, they never looked back.

Their daughter Hannah took over the running of the business when Charles and his wife took early unplanned retirement in 2012, due to a change in Charles health.

"From day one, I have been involved with the company. At only 15 years old, I sat one evening in front of the family computer in school uniform and created the very first logo for the company, being paid a fiver for my trouble; very generous from my dad at the time," comments Hannah, "that logo has stood the test of time, it wasn't replaced until I took over in 2012. Since then, I have been behind every decision in respect of the look and style of our brand, keeping in mind, our name and history matter most."

Back at the beginning, Hannah worked for pocket money on a Saturday, filing and typing but steadfastly refusing to answer the telephone, a terrifying experience for her. Something which was addressed when Charles offered his daughter an extra 50p per hour if she would change her mind. It took some convincing but the outcome was inevitable in the end.

At 18, she began her career in property, working with Estate Agents, Cooke and Co in Whitley Bay as office junior, which provided good experience. "Nigel Cooke was a great person to work for and I loved my time working there, however at the time, my heart was elsewhere."

Originally Hannah's ambition was to be an air hostess and she applied for jobs with long haul airlines. Her future changed on September 11th following the twin tower attack.

In November 2001, she began working as lead receptionist and secretary for Charles Lamb. "I always dreamed of travelling the world and what better way to do it, than to get paid for it. My first interview was scheduled on the 14th September 2001, three days after the terror attacks in New York. Needless to say, the interview was cancelled and the rest is history. The plan was to work for the company for one year, to help my parents out after



a string of unsuitable staff came and went. They wanted someone they could rely on and trust, so I joined them. I was hopeful the airlines would start recruiting again and I would pick up where I left off but things changed and the idea of being away up to 5 days a week, just wasn't appealing anymore."

Sixteen years later, she is now the sole Director and Shareholder in charge of the company.

Since taking over, she has made changes, putting her stamp on the company, "In 2014, I opened our sales department. It was following approach from a landlord who trusted me and wanted to continue working with me, the sales side was born. She wanted to sell her portfolio and asked me if I could help. There were other landlords looking to sell their assets or buy so it seemed logical and good business strategy to work with them," advises Hannah, "I have always been honest in the respect, that if I don't have the knowledge to do something, I will either recommend someone who can, or learn what's needed. With great support from a couple of local agents, including Nigel Cooke and Mark Finch of Goldfinch Estate Agents, I found my way, ticked the legal boxes and started selling."

"Although it's a very small side of the business, it's nice I can offer my clients the whole package if needed. It's that extra level of service I feel is important when you have clients who've been with you from day 1 and who want someone they can trust to handle their most valuable assets."

When Charles and Lois set up the business, Charles took the view, if he could comfortably drive to a location in an hour, he would value it. Hannah has stuck to that ethos and it's served the company well, "I think part of that comes from the love of a nice car and enjoying driving. I have my dad to thank for the 'petrol gene' but the other part is

that you go where the business is. Every year, the competition gets greater. If someone comes to you, based on reputation and name, it's a proud moment and it makes you want to go that extra mile."

In 1995, when Charles Lamb was set up, there wasn't a great deal of competition. Today, the scale of other companies in the same field, has risen greatly, following the huge downturn in 2007, which forced Estate Agents to move into the letting field, just so their business could survive. For that reason, it's testament to how the company has been administered, it's one of the leading players in the region.

"Lettings and property management used to be a specialist field and to be fair, with the legislation covering it today, it still is, however, I understand that businesses have to move and change to keep up with environment changes, which is why the Estate Agents opened lettings departments and Letting Agents opened sales departments," says Hannah

"The property management side of the industry has always been the most challenging and in particular has become more complex over the years. I complete my National Federation of Property Professional Qualifications in 2005 and I'm still going on training courses with my team to keep up to date with the changes as and when they happen. This job requires extensive expertise in dealing with government legislation and needs constant attention, including flair in dealing with situations which can become fraught." Hannah and her team are professionals with knowledge second to none in their field.

It's even more remarkable that Hannah has managed a business of this stature, while becoming a mother in late 2015 to her beautiful daughter, Sophia. Her partner Scott, also running his own business in the gas, plumbing & electrical field, means juggling work and family time is also a full time job. To add to her repertoire, she set up her own cleaning company whilst on maternity leave keeping control of as many parts of her property

management field as possible. When she took maternity leave to have her daughter, she could be secure in the knowledge her team at the company, including the temporary return of Charles & Lois, would take on the running of Charles Lamb, continuing to operate it to the fashion and standards she and her parents would expect.

Landlords and Tenants need reassurance that their valuable investments and homes are in good hands and this is the service Hannah and her team over the last 22 years have provided and will continue to provide in the future. It's a comprehensive service provided by specialists with an enviable reputation.

URBAN

Base



We didn't invent exceptional
property service.

We just deliver it!

NEWCASTLE
65 Quayside
Newcastle City
NE1 3DE

DURHAM
61 Saddler St
Durham City
DH1 3NU

Email
info@urban-base.com
Telephone:
0845 643 1186

ub
URBANBASE
LAND & NEW HOMES

URBAN

Base



Email
info@urban-base.com

Telephone:
0845 643 1186

www.urban-base.com

NEWCASTLE
65 Quayside
Newcastle City
NE1 3DE

DURHAM
61 Saddler St
Durham City
DH1 4NU

ub
URBANBASE
THE PROPERTY PEOPLE

A proactive and driven Estate Agent
with expert local knowledge



IN CONVERSATION WITH...

JON TWEDDELL

Director of JT Planning

*"We don't just do planning, we help
put deals together"*

When and why did you start your business?

I started my business in 2005 after experiencing a wide range of roles in local government and for private practices. I always had an aspiration to be my own boss, do things in my own way and have full control over the jobs I was involved with. As I got more experienced I realised there were other ways of doing things and I wanted more flexibility to do them properly. Plus, I wanted to make more money!

What makes you different to other planning specialists?

We are a small practice with low over-heads so we can be flexible on cost which means we can do a wider range of jobs for a broader client base. This means our experience and client base is extensive. We also have a good range of contacts in related industries. We don't just do planning, we help put deals together. We act for landowners who don't want to develop but want the land value that a planning permission provides. Once planning is granted, we help landowners find developers who will buy the site.

What have been your major highlights/ achievements to date?

Over the last 12 years we have had several significant achievements in terms of planning permissions we have won on behalf of our clients. Many of those permissions make our clients extremely wealthy! I think the more significant achievements are the more difficult sites where you know the decision can go either way. Winning planning appeals, especially where the local council has refused permission, always feels good. More recently, our expansion into a new office base at Coble Quay in Amble; expanding into surveying; and taking on my first employee is a big step forward.

What are the most challenging aspects to your job?

Definitely dealing with local authorities, especially in the age of austerity where some planning departments have been cut to the bone. This isn't



a criticism of local authorities, as I've worked in local government before and I know the pressures are significant. There's some great people in local government but they haven't got the tools to be effective in my opinion. Explaining to a client why after four years their planning application is yet to be determined is a difficult one to explain!

Where do you add value to a building project?

We are always pushing the boundaries. Our clients get us involved to get them valuable planning permissions - that's our job. If we can get 40 houses on a site instead of 30 we will do our best to achieve that. It can be a difficult balance and

knowing when you are pushing your luck is a good value to have! We also have good relationships with local authorities and private sector consultancies in the North East so having good contacts always adds value.

What are your future plans and ambitions?

We want to slowly grow the business in a sustainable way. Most of our work is in Northumberland and in the local authorities that surround it. Gaining a better foot hold in other areas of the North East is a key ambition over the next couple of years. I would also like to employ a planner very soon so that I can free up my time to bring in more work.

For more details visit www.jontweddeLL.co.uk

A WARMER WINTER?

We are delighted to be classified 'highly rated' in the Best Estate Agent Guide 2018, particularly since this award is based upon the experience of 'blind shoppers'. This means professionals have posed as customers and rated us on the quality of information and service provided, a system that seems fairer than basing the award on a slick presentation from marketing professionals.

At the awards ceremony much of the talk was about the forthcoming Minimum Energy Efficiency Standards (MEES) due to come into force in April 2018. MEES means that landlords of privately rented domestic property must ensure that their properties reach at least an Energy Performance Certificate (EPC) rating of E before granting a tenancy to new or existing tenants.

On the face of it this seems an excellent idea. EPC bands F and G basically mean the tenant is living in a property with all the energy efficiency of a cave. But as is so often the case with sweeping legislation it is not hard to spot trouble ahead.

An EPC rating is largely determined by good insulation, a modern condensing boiler and adequate heating control systems. All our property refurbishments since 2008 have included these improvements. We do this in part to comply with the latest building regulations, but there is a commercial benefit too.

A property with a higher EPC band will attract



Damiano Rea, Director, Heaton Property

a higher rental return since the tenant will be paying less for their energy. Another factor is that an increasing number of our young professional

tenants have genuine concern about their carbon footprint and environmental impact. The higher the EPC band the less carbon is generated by the property.

We are fortunate in a relatively affluent area like Heaton. Here money spent on refurbishing a property will demonstrate a return on investment by renting the property to young professionals. The case for investment in less affluent areas is harder to make due to the lower rental return. Yet it is our most deprived areas that should benefit from MEES since low income tenants are hit hardest by higher energy bills.

When David Cameron announced in May 2010 that the coalition government would be "the greenest ever" he sought to usher in a new era. Since then we have seen support for solar power and renewable heat cut to the bone and grants for insulation almost abolished.

MEES is a laudable initiative if it gets our most vulnerable tenants out of fuel poverty but if this comes at the cost of landlords unloading poorly performing rental properties it may come at too high a price. To quote ex Secretary General of the UN, Ban Ki-Moon, "Saving our planet, lifting people out of poverty and advancing economic growth, these must be one and the same fight. Solutions to one problem must be solutions to all". Let us hope MEES turns out to be a solution rather than a problem.

www.heatonproperty.com

Property... it's everything we do

w. www.heatonproperty.com
e. office@heatonproperty.com
tel. 0191 240 0665



WHAT HAPPENS WHEN YOU CAN'T PAY YOUR MORTGAGE?

Lewis Chambers, from BH Mortgages discusses why we need to prepare for the future when buying a home and the duty of care which some brokers are bypassing.

What happens to your home and mortgage if you or your other half is diagnosed with a debilitating illness, suffers a life changing accident or if the worst happens? Have you ever considered how you or your family would cope?

For every 100 individuals, 39 will suffer from a condition that stops you from working for two months or more before chosen retirement age, according to population and industry statistics. Even more worryingly, 1 in 2 people are diagnosed with cancer.

For most people, if your income is affected your ability to pay the mortgage will suffer. Taking out a mortgage will be one of, if not the biggest financial commitments you will ever make. Therefore, I feel that it is within a duty of care for mortgage brokers to provide the appropriate cover to protect our clients against all eventualities.

It transpires that some brokers are still running scared from talking about cancer, or refusing to challenge people who simply don't want to prepare for the worst. This, in my opinion, is only completing half a job and not providing people with the appropriate preparation for homeownership.

How would you cope financially?

According to Association of British Insurers (ABI), the average individual income protection claim is paid for more than 4 years which reflects the average time an individual has to take off work for a critical illness. If you don't have protection, this could mean you're out of pocket for a significant amount of time with no income to rely on,

Will the state really help?

The good news is that the state will give you £89.35 a week for up to 28 weeks if you can't work due to ill health, however, Statutory Sick Pay is only available for people who are employed, and Tax and National Insurance are still deducted from your payments.

The bad news is that the latest statistics released by the Office of National Statistics revealed that the average UK family spends £56.80 a week on food alone, leaving not much left for other living expenses.

Your back-up plan

If you're unable to work, making sure you continue to receive a regular monthly income is essential if you want to maintain your lifestyle with as

little disruption as possible. The only way to do this for most people is to ensure they gain the correct advice from industry experts and the right protection and insurance for them and their families.

For those that think policies don't pay - here are some interesting figures for you:

As an industry, insurers want to make it as simple and easy as possible for their customers to claim.

The latest ABI, UK insurance Key protection claim statistics revealed that -

- 97% of all protection claims were paid.
- 153,700 claims paid, that's over 17 claims every hour.
- That's almost £14m every day, in individual life, critical illness and income protection insurance claims.

We provide a full service to all BH Mortgages clients. Our friendly team are here to protect you against potential future financial woes which may occur because of accident, sickness or disability. We ensure you have the right measures put in place to protect you and your family with life and critical illness insurance.

For information on BH Mortgages and its services, please call 0191 260 2000.

Think carefully about securing debts against your home, your house is at risk if you do not keep up repayments on a mortgage



PROPERTY MANAGEMENT TEAM CELEBRATE BUSINESS MILESTONE

Catherine Affleck, operations director and head of property management services at Bradley Hall Chartered Surveyors and Estate Agents, discusses the department's success, its services and an impressive client list...

Property management services at Bradley Hall are continuing to expand and strengthen, resulting in us reaching an impressive milestone of an annual rent roll of over £6m.

Thanks to our success and the growth in demand for our services we have welcomed new members to the property management team, which is based at our head office on Hood Street, Newcastle city centre. Chartered surveyor, Rachel Roberts, who has over ten years of experience in the property industry, and accounts manager Paul Simpson now provide invaluable support to colleagues and clients.

The newly strengthened operation allows us to welcome more clients as we are looking forward to another exciting period for Bradley Hall and its property management department. Our client list is expanding, and we have been appointed by a number of individual and large corporate clients to manage a range of impressive property portfolios.

Bradley Hall's expert property management services include rent collection, the implementation and administration of service charges, property maintenance and insurance, ensuring all health and safety regulations are adhered to, regular property inspections and accountancy services.

Our property management client portfolio includes some of the region's leading and most recognisable businesses. Northumberland Estates, an investment company which includes a commercial property arm with 410 properties over 100 individual sites is included in our loyal client list.

We are a trusted provider for one of the region's most entrepreneurial companies, The High Street Group. Since the company's launch ten years ago, it has successfully invested in a range of sectors and is now steering its efforts towards property investment and development.

Our property management department oversee a range of office spaces across the region, most

recently including the Grade II listed building 18-24 Grey Street. The impressive city centre offices were acquired in a multi million-pound deal by Stessa Commercial, which is ran by the former chief operating officer and founder of Utilitywise.

Our property management team have also built their expertise in managing a range of the region's leading new and refurbished shopping centres, including St Cuthberts Walk, Chester-le-Street, Mountbatten Shopping Centre, Hebburn, Pennywell and Kenton shopping centres.

For Arch Homes, Northumberland's largest private landlord, we oversee a portfolio of 55 executive residential properties across the county, as well as 90 industrial, office and retail units for Arch Commercial.

Our growing client list also includes Barclays, Lloyds, Robertson Homes, Pullman VW, Home Group, Co-op, Arena Racing, intu, The Hanro Group, Cairn Group and Avant Homes.

For more information on Bradley Hall's commercial, residential and financial services, please visit www.bradleyhall.co.uk



Quorum staff enjoying a recent outdoor event

SMOKE FREE FIRST AT QUORUM

North East Business Park becomes first in UK to roll out a smoke free policy

While public health laws in the UK have placed restrictions on smoking inside enclosed workplaces since July 2007, there are typically less restrictions on smoking in outdoor areas.

However one North East business park has gone further to provide a clean air environment to staff. Quorum Business Park in North Newcastle has long had a policy of promoting health and wellbeing under its 'better place to work' ethos. Now it has brought in a new smoke free policy, that is believed to be the first in the UK.

Research at the business park established that approximately 80% of the 6,000-staff working at Quorum don't smoke while at work. Additionally, there was increasing feedback from staff using the external breakout spaces not wanting to come into contact with second hand smoke. This was particularly the case in the warmer months, when staff use the outside spaces more, and the benches and picnic tables for eating their lunch.

We all know that smoking has serious health consequences not only for the smokers but to others in the vicinity too. Every year about 100,000 people in the UK die from smoking. For every death caused by smoking, around 20 smokers are suffering from a smoking related disease. It is the number one cause of preventable death and illness in the country. About half of all lifelong smokers will die early, losing 10 years of life on average.

The policy was designed in collaboration with the 30 onsite tenants at Quorum through the Quorum Health Forum, where team members discussed the

issues of second hand smoke and how many people on the park wanted to stop smoking. From this the Quorum on site management team developed an ambitious smoking policy across the park, that both protected staff from second hand smoke, and offered individuals a number of 'stop smoking services'.

The team at Quorum looked at the issue and were also mindful of not alienating the 20% of staff who do still smoke. With this in mind a decision was made not to make the park 100% smoke free, but to limit smoking to designated smoking shelters and points.

So in July 2017, Quorum Business Park instigated a no smoking policy across the whole park.

The following actions were implemented:

- Fresh Air Zones were placed in parts of the park where staff tend to congregate during breaks and lunchtimes.
- Smokers are only permitted to smoke in their designated smoking shelter
- There are additional outdoor spaces that people who vape can use – this was purposefully designed to encourage smokers to switch to vaping.
- Smoking is not permitted anywhere else in the park, including the break out spaces, retail area, roads and car parks.

The policy was introduced to staff through a number of channels of communication including the monthly Quorum newsletter, the weekly roundup email and social media. Posters were placed around the park and 1,000 flyers were distributed. 'Smoking Ambassadors' were also employed to patrol the park

at peak times handing out flyers and explaining to staff what the new policy was and why it was in place.

Laura Barber of Quorum commented 'Smoking can be a delicate and emotive subject, so we wanted to devise a strategy that provides a smoke free environment of the 80% of non-smokers, while not stigmatising the 20% who do smoke. However the policy adopted across the park is working well with an improvement in air quality and less cigarette litter in our public spaces.'

Measures were also put in place so that staff who wished to quit smoking had the support and information they needed. Local smoking charity 'Life Line' and NHS England both provided support.

The smoke free strategy which has been implemented at Quorum Business Park has met with very positive effects with a noticeable drop in the number of people smoking.

The policy was presented to the North Tyneside Smoking Cessation Board who were delighted with the progress made. Quorum Business Park and North Tyneside Council have a close working relationship in terms of supporting health and wellbeing.

The change in policy was also backed by support for smokers who want to quit, including Stoptober, the 28-day stop smoking campaign from Public Health England that is back from 1st October. It is based on research that shows that if you can stop smoking for 28 days, you are five times more likely to stay smoke free for good.

For more information on Quorum Business Park, please visit www.quorumbp.co.uk

Eothen Homes

A Different Concept In Dementia Care



At Eothen Homes we are committed to providing excellent care with Christian values.

Our home in Wallsend is different to other residential homes offering dementia care. Space and room for residents to move around and enjoy life freely has played a central part of the building's design and daily life is not made up of routine and tasks but allows people to get up and eat and drink when and where they want.

In other words it is just like home.

As well as our specialist dementia care facility, we have homes in Whitley Bay and Gosforth which offer 24 hour permanent residential care as well as short term respite and day care.

Please feel free to call in to any of our homes for a cup of tea, a chat and a look around at any time.

Wallsend

Miller Way, NE28 8EL, 0191 297 0707

Whitley Bay

Park Gardens, NE26 2TX, 0191 259 8000

Gosforth

Elmfield Road, NE3 4BB, 0191 213 0707

Head Office 0191 281 9100



**EOTHEN
HOMES LIMITED**

Christian Care for the Elderly

www.eothenhomes.org.uk

WINTER IS COMING...DEALING WITH ADVERSE WEATHER

By Yvonne Atherton, Solicitor, CLR Law



Winter is coming; and with it the disruption caused by employees unable to attend work due to bad weather. But what is the legal position when this happens and what practical steps can you take?

Pay

The position is not always clear whether an employee should be paid if they cannot attend work due to circumstances outside their control.

If there is an express term in the contract or handbook dealing with this then the matter should be straightforward. Alternatively, it might be possible to imply a term into their contract based on past conduct.

Otherwise, the general principle is that wages are not payable unless the employee has provided "consideration" – such as performing their actual duties (which is likely to be the case for hourly-paid employees) or by being ready and willing to work (for salaried employees).

The general view (which is supported by ACAS) is that an employee who cannot get to work is not "ready" to work. As such, they should not be paid. However, there is case law that actually supports payment where non-performance is involuntary and unavoidable.

Alternatives

Rather than having to decide whether to pay an employee other options are:

- allowing the employee to work from home;
- requiring the employee to make up the lost time on another occasion(s);
- requiring the employee to work from an alternative site;
- treating the time off as flexi-time; and
- with the employee's consent, treating the time off as annual leave.

Practical tips

- Plan ahead to ensure any business disruption is kept to a minimum by having contingency plans in place.
- Ensure contracts and/or handbooks reflect the position you want to adopt regarding pay for non-attendance.
- Have a policy specifically dealing with bad weather and ensure that employees are aware of it.
- Ensure employees know who to contact and how to stay in touch.
- If in doubt, seek advice.

Yvonne Atherton, Solicitor at CLR Law. Contact her with any queries on employment law matters on 0191 6030061 or hello@clrlaw.co.uk

TERRIFIC TEN START THEIR CAREER AT GENTOO



Sunderland based housing association Gentoo has welcomed ten new recruits following fierce competition from over 200 applications.

This latest intake brings Gentoo's total number of apprentices to more than 240 since 2001, demonstrating the Group's commitment to developing talent and creating new learning opportunities for people in the North East.

The apprenticeships, which have been developed in partnership with Sunderland College and New College Durham, provide on-the-job experience whilst allowing apprentices to study towards a qualification in their chosen career – covering professions such as finance, HR, sales & marketing, administration and construction site management.

Gentoo Executive Director for Corporate Services, Louise Bassett said: "We are delighted to have welcomed such enthusiastic and talented new recruits to the Group. Each one of these apprentices will make a real difference to our business whilst ensuring we will always have the right people, with the right skills, to continue to deliver an outstanding level of service to our customers."

"Last year we took on 20 apprentices and they have already made a big impact. They have learned and achieved a great deal, including winning external awards for their dedication and hard work. We're sure this new cohort will be as equally successful."

www.gentooogroup.com

HARGREAVES ELSWORTH

Patent Attorneys

For practical advice in relation to:

Patents
Design right
Trade marks
Copyright
Know-how or related matters

Please contact
 Dominic Elsworth CPA, EPA (Head of Practice)

26 Northumberland Square
 North Shields, Tyne & Wear
 United Kingdom
 NE30 1PW

T: +44 (0) 191 269 5477
 F: +44 (0) 191 247 7102
 E: office@heip.co.uk
www.heip.co.uk

GEORGE BOND

I N T E R I O R D E S I G N

NEWCASTLE - & - LONDON

Award Winning Interior Design Company



Email
enquiries@georgebond.tv

Telephone
0191 281 77 99

Website
www.georgebond.tv





PUBLIC APPROVAL FOR THE SILL

Designed by Newcastle-based JDDK Architects, The Sill: National Landscape Discovery Centre at Once Brewed in Northumberland, opened to the public on July 29th with over 5,000 visitors on its opening weekend and has since received acclaim from visitors and Northumberland business as a whole with some 28,439 visitors in August alone.

Made possible by money raised by National Lottery players, the project is the result of an innovative partnership between Northumberland National Park Authority (NNPA) and YHA (England & Wales). The Heritage Lottery Fund awarded a National Lottery grant of £7.8million towards The Sill project to help transform how people connect with the landscape.

Named after the adjacent Great Whin Sill, the volcanic crag on which Hadrian's Wall is partly built, the building forms the heart of a seven-year investment plan to increase visitor numbers to the Northumberland National Park and Hadrian's Wall World Heritage sites. The facility has been designed as a showcase of local pride and passion, featuring an exhibition space, learning and event spaces, a local produce café, rural business hub, a world-class 86 bed Youth Hostel and a shop specialising in local crafts and produce.

But, for many, it's the actual building that is the main attraction. The result of a truly local enterprise, with more than 3,000 local residents taking part in the extensive community consultations during the design period and 90% of the construction employment coming from within the region, the most striking feature is the Whin Sill grass roof, planted to replicate the unique natural grasslands of the surrounding area. The Sill's fully accessible living roof sweeps gently upwards, giving visitors a bird's eye vantage point across one of the UK's most magnificent landscapes and the UNESCO World Heritage Site of Hadrian's Wall.

JDDK Project Architect, Alison Thornton-Sykes commented, "The Sill is inspired by The Great



Whin Sill, Northumberland's internationally-renowned geological feature, and grows from the landscape that surrounds it. An aerial view of the wider landscape shows these dramatic geological outcrops as diagonal ripples in the landscape. The building is developed as another ripple rising out of the landscape so that the diagonal flowing lines of the building echo the natural undulations and outcrops in the landscape."

"We hosted a series of open events and workshops where we discussed site layout, materials and architectural style. The participative design process gave the local community a chance to get involved, voice their opinions and feel some ownership of the project. It also allowed us to draw on a vast wealth of local knowledge and expertise."

The building has also been designed on sustainable principles to target a BREEAM Very Good rating, including orientation to maximise on solar gains in some of the public spaces while offices are placed to the north to prevent overheating. A central atrium provides daylight in to the heart of the building while allowing a summer time natural ventilation strategy and mechanical ventilation with heat recovery in the winter.

The south facing entrance canopy provides

solar shading to the glazed frontages of the classrooms and main entrance while also supporting photo voltaics for generating electricity. Solar panels are also incorporated on the Youth Hostel roof to provide hot water while the remaining whin sill vegetation roof increases biodiversity and reduces surface water runoff. The building also incorporates high levels of insulation and air tightness, low embodied energy materials and enhanced ecology including habitats for bats and birds.

As such, the building harmoniously reflects the distinctiveness of the Northumbrian landscape in both its shape and the materials used in its construction, rising from the Northumberland landscape with little impact on the environment, perfectly mirroring its inspiration; the unique landscape of the Hadrian's Wall corridor. 80% of the external walls of the building are finished in local materials including whin stone, sandstone and native larch.

Tony Gates, Chief Executive of Northumberland National Park Authority, commented, "The unique concept and rural location of The Sill: National Landscape Discovery Centre, located in a National Park and within the Hadrian's Wall World Heritage Site presented challenges which required experienced and high-quality architectural design services. JDDK took the building from a list of required uses through an extensive and detailed public engagement process, establishing a public desire for a modern design response in this key heritage location. This has ultimately led to a building in and of the landscape, with its very fabric drawn from the land within which it sits. I am incredibly proud of what has been achieved."

ASK SILVER BULLET



Jen Maedonald, Account Executive at Silver Bullet Marketing Ltd.

“WHY IS GRAPHIC DESIGN SO IMPORTANT IN MARKETING?”

Successfully marketing any business service or product necessitates the creation of the right look to portray the perfect message. Professional graphic design is vital when marketing a company and can be the difference between success and failure whilst addressing specific graphic design requirements is important in order to create a unique identity and brand recognition.

Graphic design is visual communication. It can be used as a way of providing information, brand recognition or identity - whether this is due to designing a logo and website or displaying ideas through infographics. The job of a graphic designer is to produce a memorable creation, which hopefully leaves an impression. The art form can include drawings, imagery, writing, etc. all of which create an awareness of a product or service.

Graphic design is important because first impressions are vital, not only does graphic design have the power to piece together all aspects of a business, but it also delivers professionalism. How something is designed is crucial to its success - if a website is created with suitable colours and simple navigation it indicates efficiency. A good graphic and web design can differentiate you from your

competitor, whilst poor graphic design not only stands out but also reflects on the quality of the service or product it is intended to market.

Designing anything requires an attitude of creating art which connects with people, stirring an emotional response to generate a positive reaction towards a brand. To a certain extent, graphic design is sometimes undervalued with new websites offering downloadable templates and free graphics. Of course downloading some graphics to 'fit' a company is a cheaper alternative to hiring a professional designer, however the truth is that hundreds of businesses across the country will be using the same graphics, and all probably regretting their decision.

In a business environment, it is important that original graphic design is created from a specific brief derived from the needs and aspirations of a client in order to gain a genuine connection with their customers. Without this, authenticity is weakened and a company is branded with a generic design that may have already been used on a variety of different organisations.

Alternatively, the job of a graphic designer is to give

a client not what they asked for but to bring to the table what they never knew they could have. Designers have the ability to excite, inspire and delight an audience by creating a unique visual style that applies specifically to your business. The whole point of a business is to break the mould becoming exclusive and innovative.

Silver Bullet's Creative Director, Gemma Waller, commented, "Graphic designers are passionate people who love what they do and are able to inject that energy into a project with the luxury of not being involved in any internal politics a business may have. Investing in graphic design shows that you take pride in your product or service and that it deserves a high standard of communication. This pride will instill confidence and people will feel they are making the right choice in choosing you."

"To produce something different from the pack and be recognised as such is a great achievement and immediately differentiates your product or service from the competition. If people are talking about your product or service because they have seen a memorable graphic then that has been a smart investment and you will reap the rewards of your efforts."

Do you need some assistance with your marketing? Do you need to review your strategy or do you have another marketing question we can help with? Talk to us. Email your questions anonymously to us today hello@silverbulletmarketing.co.uk or Tweet us (not so anonymously) @SilverBulletPR.

RECORD YEAR SEES PHARMACEUTICAL SPECIALIST ATTRACT INVESTMENT

Pharmaceutical and life sciences expert ramarketing is eyeing up a US base after attracting backing from high profile business figure Fiona Cruickshank OBE.

The six-figure investment follows a record year for the business that has seen the creative agency grow by 70% and double staff numbers to over 20.

The global pharmaceutical outsourcing market in which ramarketing predominantly operates is conservatively set to be worth \$150-200bn by 2020. The company's client list in the contract services market now includes Denmark, Switzerland, Italy and the USA.

Founded in 2009 by Raman Sehgal, the Newcastle-based agency specialises in design, digital and PR services for companies operating in the pharmaceutical sector.

The recent appointment of pharmaceutical industry expert Fiona Cruickshank OBE, founder of The Specials Laboratory and Gabriel Investors, is designed to accelerate the company's international growth.

The last year has seen ramarketing pick up a string of awards from creative bodies, including being named the CIPR's North East consultancy of the year.



ELANDERS UK APPOINTS NORTH EAST PR AGENCY KAROL MARKETING



Leading Print and Packaging Company Elanders UK has appointed Karol Marketing to carry out a sustained programme of public relations activities specifically within the drinks and cosmetics markets.

The appointment will see Karol Marketing roll-out an integrated communications campaign that encompasses corporate reputation management, consumer engagement and media relations.

The news of Karol's appointment follows Elanders' recent acquisition of Spreckley Limited, one of the largest automatic stringing facilities of tickets, neck tags and

bottle collars in Europe.

With an annual turnover of £27.5 million in 2016, Elanders UK boasts a wide range of supply chain, print, packaging, fulfilment and e-commerce services. The acquisition of Spreckley's provided the company with an additional 24,000 sq. ft. of business space in the Nottingham area and also added a further 20 employees to Elanders' existing staff of 218.

Karol Marketing is one of the most awarded public relations and marketing agencies in the North of England. Established in 1992, Karol Marketing celebrates its 25th birthday this year.

LEADING NORTH EAST MARKETING AGENCY APPOINTS NEW CREATIVE DIRECTOR

Newcastle-based strategic brand and digital agency Unwritten Creative has strengthened its senior management team with the appointment of its first Creative Director.

Jason Cochrane, former Co-Founder and Director of Digital at Keltie Cochrane, brings with him more than 20 years' industry experience, including working as a Senior Interactive Designer at the BBC where he led the digital coverage of the 9/11 attacks.

Working alongside Unwritten Co-Founders Lisa Eaton and Amy Mooney, Jason will now be responsible for leading the agency's

creative thinking, adding weight to its strategic offering and delivering creative output across the breadth of its clients, including Northumbrian Water, Sage and Visit England.

Lisa said: "Jason's appointment is an exciting phase in the agency's development. His wealth of experience will give us a new and exciting perspective for all our clients."

Jason said: "Unwritten is an agency with so much going for it. I cannot wait to make my mark and start influencing creative direction and output."



branding. web. digital.
marketing. print.

jakhq.com hello@jakhq.com 0191 388 2698





STAYING POWER...

Longevity in business is something to be admired. In a new series of features, we are celebrating some of the most accomplished professionals from across the North East business community. Aimed at major players with 20+ years' experience in their respective sectors, we provide a fascinating insight into what makes them tick and what we can learn from them.

This month we chat to...

ANTONIA BRINDLE

Director, Get Brindled

Did you always envisage a career in the industry?

No not really, when I was in college and university PR wasn't a major scene in the North East, unlike today. I had notions of being a journalist to be honest from about the age of 15. My Dad was in the newspaper industry and he actually advised me that there were other avenues to use my writing skills in and enjoy a career that was more flexible. I applied to a few agencies for work experience in marketing and in between university lectures I worked for Northern Rock in the repossessions team. We were positioned next to the marketing team. I saw what they were doing, liked it and sort of fell into the PR side of it really.

What is your favourite aspect of the job?

I love the flexibility and the fact that it is never boring. Each new client is like a fresh new challenge. I still love writing but the industry is moving at a face pace, with lots of online content and social media activity – that can be a headache to keep up with but it is exciting too. I love getting results for clients and seeing their delight when the PR, social media, marketing or event has hits their goals for them. I still to this day get a thrill when I get a really good hit in the media.... Show me a PR person that doesn't, and they shouldn't still be in the job.

What has been your career defining moment?

I have had quite a few actually. Some good, some bad. I have learnt from them all. The most prominent are probably setting up my own agency in 2006 with a great business partner, enjoying nearly 10 years of success together and then amicably moving on from that to be a consultant in my own right. I love my current work situation and because I am happy, my clients get outstanding service. I work with a whole host of businesses, of every size from corporates to SME's and a few one man bands. My latest talent seems to be working with authors, promoting their work and managing them.

How do you measure success?

That's quite simple for me actually; happy clients, a happy family and enough money in the bank to have a nice life.

What have been the biggest changes in the industry since you started?

The digital era arriving.

When I set off in my career in PR 26 years ago, we used to run down the high street with a brown envelope with the press release and photo print in, to hit newspaper deadlines. And there was so much travelling! Now it's mainly done with the press of a button – emails, Facetime, Skype... it's changed who you can work with. It's also has a positive impact for me on how much less time is wasted on transport or in the car to go to meetings. It's speeded everything up.

The digital era also brought with it lots more platforms and vehicles to reach client's audiences through. Social media, websites, blogs – this of course has seen a decline in printed publication sales, but the good titles have luckily stuck it out and so now PR people can offer a strong mix of traditional and modern media coverage to clients.

How has your skillset developed accordingly?

I have had to move with the times and be online savvy. I now build basic, starter websites for clients alongside delivering the PR, social media and crisis management. I also create simple adverts and creative literature too – the advent of Apps means you can put your mind to a lot of things you couldn't previously. If you had said to me 10 years ago I would be blogging, building websites and be a social media whizz, I'd have laughed. But here I am. My daughter is 13 and I think she is part proud/part embarrassed that her mum creates some of the things she and her friends see online!

Are you a risk taker by nature or more conservative?

This isn't an easy one to answer. I have always been a risk taker, who backs up actions with precautions. I guess that is why I have a flair for crisis management. In many ways I believe I am conservative, but I think friends and family see me differently. Because I work for myself and because of the nature of the job when I deliver crisis management, it can from the outside look more risky and glamorous than maybe I see it myself. I also think about risk factors more as I am getting

older and more experienced – that is probably only natural.

To what would you attribute your success?

Being surrounded by the right people, unswerving guidance and support from family and one heck of a lot of hard work. Luck is always a factor too, and I have definitely had my fair share of that.

What's your biggest weakness and how have you managed this?

I don't believe people have weaknesses – they have areas to improve. My area to improve is to be kinder to myself. I am very hard on myself, a self-critic if you like. I worry all the time! It makes me push myself very hard, and I take it to heart if I ever fail or things don't quite achieve what I was aiming for. I am the Mohammad Ali at beating myself up! My way of dealing with this is to talk it out with people I love. Then I try to clear my head and think ahead instead of dwelling on the past. It's not easy but I never let it affect my work performance.

How do you remain motivated?

My motivation purely comes from making the people I respect and care about proud of me. I hate to disappoint. If I get a bit lack lustre I think of who I will be letting down and how they will feel about it. It powers me back up to do my best for them. I guess doing well is my way of saying thank you for all the support I have received over the years.

Would you prefer to be liked or respected?

Respect is earned whilst to like someone is an instant feeling, more of an emotional human response. I fully believe that initially liking someone builds into respect over time as the relationship grows, so I'd prefer to be liked. Because it then gives me a chance to make people ultimately respect me. Did I mention, I always want it all? I don't like the word 'or'.

I'll retire when....

I know the time is right. Something will tell me it's time to take the foot off the gas. Who knows what and who knows when – like the rest of my life I'll deal with it when I get there. And when I do I'll spend a few years abroad in the sun with my laptop and finally finish my book.



Left to right- Stephen Green- TSG, Lisa Stafford- Esh Group, Daniel Hoggan- Mediaworks.

MEDIAWORKS DIGITAL TRANSFORMATION BREAKFAST SEMINAR

On the morning of Thursday 12th October, representatives from over 100 of the North East's top companies headed to Gateshead's Baltic Centre for Contemporary Art to gain invaluable insights on digital transformation from Mediaworks and key speakers Esh Group and TSG.

Representatives from firms such as Metnor Construction, The Lakes Distillery, Brewin Dolphin and 2020 Vision were in attendance to name a few. During the breakfast seminar, Mediaworks

Technical Director, Daniel Hoggan, showcased how some of the world's largest businesses have embraced new technology to drive organisational change, providing key takeaways into the future of digital. Esh Group's Head of Marketing and Bid Management, Lisa Stafford, focused on her personal digital story and how implementing a digital strategy has evolved Esh Group from a traditional company to a main contender in the construction industry. TSG's Senior Marketing Consultant, Stephen Green, completed the presentations

as he outlined the essential technology for a successful digital transformation strategy within the workplace.

Mediaworks will be expanding their Digital Transformation Breakfast Seminars beyond the North East in the coming months, delivering expert knowledge across the UK. The next event will be taking place in Leeds on 23rd November and will feature key speakers from Yorkshire Water and Silver Cross.

Don't worry if you missed out on October's Breakfast Seminar; plans are already set to bring the next in Mediaworks series of Digital Seminars back to the North East in early January 2018.



THE BENEFITS OF ADOPTING A FORENSIC APPROACH TO YOUR PR AND MARKETING



A forensic approach wins awards

How understanding your audience is the key to success when it comes to creating valuable conversations for your organisation.

Genuine insight is vital to communications success.

In today's crowded media space, the potential to be 'drowned out' has never been greater. You only have to open a newspaper or turn on your iPad to see endless brands competing for column inches in the news or visibility on social media. And, in this era of 'fake news', it can often feel like the rule book is being overturned on a daily basis.

In this environment, the ability to cut through the noise, to speak with clarity and certainty as a business is critical.

But how do you do this?

There are those out there who will talk of shaking things up, making sure all eyes are on you. That, creativity trumps strategy.

Others still believe 'coverage is king'. That the more times you say something, the more likely it is to be heard. Prompted by a need to justify budgets or a lack of understanding about how customers make purchasing decisions, they focus not on the quality of coverage generated but the quantity. On social media commentary at the expense of social media engagement.

Yet no matter how much coverage is achieved, no matter how many tweets – coverage in the wrong title, seen by the wrong audience, that lacks a clear call to action, will deliver little value for your brand.

Instead great PR and marketing recognises the power of insight and the importance of being audience-led.

Gone are the days of being able to categorise your PR and marketing campaigns as either business-to-business or business-to-consumer. Each and everyone of your customers is an individual. They are a consumer, an employee, a stakeholder, each with their own myriad of views.

When you look at a great PR or marketing campaign, more often than not, it will be a potent mix of both strategy and creativity. Rooted in methodical, analytical insight, brought to life with a sprinkling of imagination and creative genius.

But the most effective of these campaigns will always start by understanding your audience. Understanding how they behave, the issues they care about and the challenges they face.

In this way you are able to understand what truly motivates your customers. To identify the

messages, tactics and channels that will be most effective in reaching them, the influencers whose opinion they trust the most. To communicate with them on an individual basis.

At Karol we call this process forensic PR. We dig deep to establish the real issues that can often thwart a client's communications objectives. It underpins our philosophy that value, trumps volume. We use it to help you have a point of view, a purpose, an opinion that reflects who and what you are as a business. We work to forensically understand your audiences, enabling us to develop campaigns that prompt real behaviour change.

Forensic PR is the search for a catalyst. Something small, a tipping point or a nub of an idea. Something often overlooked by others, something that will change the future of your organisation.

It requires unconventional thinking. The conviction that we all have an untold story to tell. It is the ability to create the conversations that are the most valuable to your organisation, to generate genuine results.

It's why we are the most awarded agency in the North.

To find out more about the value that forensic communications could bring to your organisation, please contact Karol Marketing on 0191 2657765 or Stefan@KarolMarketing.com. Or why not tweet us @KarolMarketing

nesma

BUILDING MARKETING KNOW-HOW

Give your career the edge



Heather has just achieved a Merit in her CIM Diploma in Professional Marketing – Level 6 – Digital Strategy module with nesma.

This course is for marketers working at an operational, supervisory or managerial level who wish to develop their knowledge and skills across a range of areas to succeed and progress their career in marketing.

Marketing is exciting, challenging, and rewarding and learning new skills will help provide strategic insights and practical thinking to the way you work. No matter what position you hold or where you are headed we have a course for every marketer at every level.

Heather is the perfect person to speak to if you are thinking about studying with us.

She knows all about working and learning at the same time.

nesma delivers courses in the North East, Cumbria, Scotland, and in-house UK wide.

CIM
Accredited Study Centre

CIPR
ACCREDITED
TEACHING
CENTRE

**DIGITAL
MARKETING
INSTITUTE**

Talk to us about what you want to achieve.

T: 07900 223721 E: hello@nesma.co.uk

WWW.NESMA.CO.UK



#METOO TO #HIMTHOUGH: WHY ACTIVE LANGUAGE IS SO IMPORTANT

By Sarah Hall,
Managing Director, Sarah Hall Consulting
@Hallmeister

Can I tell you about when I was 15 and woke up to find a friend of my cousin's groping me? My younger cousin was asleep in the bunk bed below.

How about when a university lecturer asked me out for a date. He marked my grades down when I said no. It cost me a first class degree.

Let's talk about the workplace: a male team had a bet to see who could sleep with me first.

(Answer, none).

How about the CEO that called me on a day off to say I needed to sack my co-manager because the business didn't want working mums as "they're not committed."

(I didn't sack her and Kerry that was at your wedding. I'm sorry).

Always and everywhere

It happens whatever stage you're at in your career.

Two years ago while running my own business, a client grabbed my buttocks at an event. There were more than 200 people in the room.

I brushed him off and said we'd talk about it later.

He subsequently avoided every call and request for a meeting and fired my agency from the account.

It removed the opportunity to discuss it face to face. Thing is, he'd almost certainly have laughed it off as a bit of fun anyway.

You're almost certainly in wild agreement that these stories are unacceptable. You'll almost all have versions of your own. We haven't moved on that far from the seventies.

Sexual harassment and gender discrimination are endemic in the workplace.

The news about Harvey Weinstein might have opened up the conversation, but talk now needs to lead to genuine culture and behavioural change.



Sarah Hall

#MeToo to #HimThough

The #MeToo campaign flooding social media is only the tip of the iceberg but it shows exactly how widespread sexual abuse is. The experiences are not 'just a joke' and affect women across all walks of life.

Some people are better able to raise awareness about it than others – for example it's arguably easier for me as a white, middle class professional to speak up.

Whether it's a lingering touch of the arm, outright proposition or much worse, being hit upon is downright unacceptable.

Turning down someone's advances should also not affect your chances of success in life.

In an interview with Emily Maitliss on BBC Newsnight, actress Emma Thompson said: "Does it only count if you really have done it to loads and loads of women or does it count if you do it to one woman, once. I think the latter."

She has a point. If you've ever behaved this way to someone in the workplace, you're guilty of inappropriate behaviour. I'd argue the same about complicity.

If you've watched it happen and haven't stepped forward, you're equally as guilty.

We all have a role in speaking out

So what's the answer to this complex issue? One route forward is to stop using passive language.

Liz Plank created #HimThough in response to the #MeToo campaign: "How many women will it take to say #MeToo before men talk about #HimThough? Imagine a world where the burden was on men to share their shame rather than women."

Using active language is more important than you think.

News reports that talk about the number of sexual assaults on women rather than the number of sexual assaults by men take away the onus from the perpetrator.

As Jackson Katz, the co-founder of Mentors in Violence Prevention, said: "The use of the passive voice...shifts the focus off men and boys and onto girls and women."

"Blaming victims and minimizing the harms they have suffered is much easier than holding people accountable — especially the powerful and well-connected."

Professional communicators, take note. It's a lesson for us all.

SarahHallConsulting
PR and marketing that builds profiles and profits

Sarah Hall Consulting Ltd.
m: 07702 162 704
t: 0191 659 7072
e: sarah@sarahhallconsulting.co.uk
w: sarahhallconsulting.co.uk

FRONT PAGE COVERAGE. SO WHAT?

Anne-Marie Lacey, Managing Director of Filament PR, talks about planning effective PR and communication strategies for 2018, that help you to achieve your bigger business objectives.

Blink and you'll miss it. 2017 is rapidly coming to an end. But while many people (like me) are scratching their heads wondering where the heck this year has gone, now is the time to take stock of the past 365 days, but also to look forward and plan for 2018.

You see, it's great to look back and reminisce. But it's even more important to critically reflect and learn from your experiences – especially when it comes to planning your PR and marketing communication efforts for the New Year.

Take some time to look back at what you did in 2017. How did it work out? Did all go according to plan, or have you learned a better way as a result of the experience? What can you take forward from this into 2018? These are really simple questions to ask yourself but absolutely critical when you're forward planning, using this information to quite literally inform your PR and marketing communications strategy for the New Year.

And while it's good to look back at the

past, the best laid plans have their eyes firmly on the future.

In terms of your PR and marketing communications strategy for 2018, using your learnings from the past year; now is the time to think about what you want to achieve. Set solid goals that are clearly measurable so you can benchmark your success and identify areas for improvement along the way.

Do you want to achieve national media coverage? That's great – but why? What benefit would this have on your business and how, when it comes to the crunch, will you be able to prove to the Board, shareholders, whoever it is you report to, that front page coverage in The Times has actually helped you to achieve your business goals?

You see, that's the trick for a successful 2018. Look back at what you've learned, plan for the future, set goals, but most of all, make sure your PR and communication strategies are aligned to help you achieve your wider business objectives.



If you would like expert help planning your PR and marketing communication strategies for 2018 and beyond, contact Filament PR today.
w: www.filamentpr.co.uk e: hello@filamentpr.co.uk t: [@filament_pr](https://twitter.com/filament_pr)

At MetroMail we are building the future of *innovative mailing solutions.*



Take a look at our website to find out more about our services or get in touch today to request a brochure!

www.metro mail.co.uk

0191 301 1700

enquiries@metro mail.co.uk

Unit 6, Foxcover Enterprise Park, Admiralty Way, Seaham, SR7 7DN



GENERAL DATA PROTECTION REGULATION – AN OPPORTUNITY FOR MARKETERS



Ian Oswald,
Managing Partner, The Works

Having been in the advertising industry for more than 25 years, Ian Oswald, Managing Partner at full-service agency, The Works, has seen laws and data protection regulation change over time. Here, he discusses the new General Data Protection Regulation (GDPR) and how it's a great opportunity for marketers to create new, compliant databases ...

Recent GDPR headlines have created unease amongst many businesses by heavily focussing on non-compliance and dwelling on extensive fines that could be potentially levied against those who do not comply. However, while the new regulations do pose a challenge, there are also many opportunities available to marketers who have the appropriate strategies and procedures in place when preparing for GDPR.

As the new GDPR regulations come into place in May next year, us as a business and many of our clients have already started to put into place processes to implement the new regulations. GDPR will make companies more responsible for documenting how they collect personal data, how consent is given, how the data will be processed, stored and shared and also the 'right to be forgotten' - ensuring it is as easy to remove consent to use data as it is to give it. After recent misuse of data and data breaches by high profile companies, consumers can be forgiven for being concerned about the security of their personal data and how it is used.

So, what do you do with the data you currently hold? An information audit is a good place to start, by identifying and removing duplicate customers,

those who have not engaged with recent communications or those who have not given explicit consent to be contacted. This will inevitably result in a reduction in data records which may be alarming for some companies. However, the cleansed data will be of a higher quality allowing marketers to engage with a customer base who are genuinely interested in their company.

On the other hand, some clients see it as a great opportunity to create new, compliant databases by deleting any current records they hold and instead investing in attracting new customers through new business marketing campaigns. Creating marketing campaigns that consumers engage with is essential in the bid to gain personal data. Be more innovative with digital campaigns and use new technology to increase customer engagement. The use of augmented reality is a media that we are working on with a number of clients as it offers more than just run-of-the mill content. Whatever your campaign, make the customer want to know more about your products and they will happily give their consent to receive more information from you.

Investing in both, or either, of the strategies above should provide companies with robust databases that are compliant to use in their

marketing communications and the confidence that customers are happy to receive the content in them. GDPR emphasises accountability when it comes to the use and storage of data so by demonstrating that you are adhering to the new regulations in collecting data responsibly and outlining security measures in place, businesses can start to improve trust with customers. This will provide a valuable return for marketers, from increased customer satisfaction to the emergence of clearer buying patterns leading to up sell or cross sell opportunities and most importantly, a potential increase in market share and reduction of marketing waste.

By appreciating the opportunities that come from being compliant rather than focussing on the negatives of GDPR, marketers can seize the opportunity to engage with customers in a positive way.

All in all, GDPR poses a challenge for businesses and although it may take some time to settle into a new way of working, once over that hurdle, it's the start of a new relationship with their customers and one which could see great benefits for both sides.

To find out more about what we do and how we can help you, visit wearetheworks.com or follow @wearetheworks

WHY MOBILE-FIRST WEB DESIGN IS NO LONGER A NICE-TO-HAVE

If you cast your mind back to 2010, you'll likely remember a different "era" of web design. Of course, it was important for your business to have a presence online, but there was little expectation that your website had to work well on mobile phones, never mind tablets.

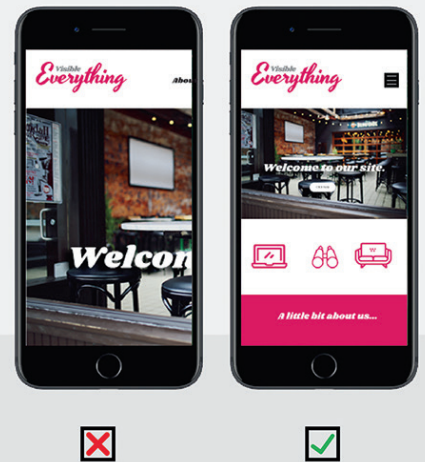
Today, however, web design has changed. With 45 million Britons now owning a smartphone and worldwide mobile and tablet internet traffic usage overtaking desktop usage for the first time, it's never been more important to build websites with mobiles and tablets in mind.

Responsive web design (that is, design that can adapt to different screen sizes) is now on the rise. Not only does it take the pressure away from designing multiple websites, such as the 'mdot' websites that were created just for mobile users, but it ensures your website looks good across hundreds of different devices.

After all, whether your visitors access your website from a smartphone, a tablet, a television or a PC, you want to give them the best possible experience at every opportunity. And, with 52% of e-commerce sales now coming from smartphones, a site that doesn't work well on mobile isn't going to cut it if you want to remain competitive.

User experience aside, responsive web design offers

What is a "responsive" website?



a wide range of benefits, including cost savings, and improved SEO rankings. For a couple of years, Google has offered a small ranking boost to mobile-friendly websites, so if your competitor's website is outdated, you'll likely rank ahead of them. What's more, the search engine giant now crawls

content from a mobile browser perspective, making responsive web design all the more important.

Whether your website is in need of an overhaul or you need to speak with your web designer to make your site more responsive, remember that the future is "mobile-first".

Is your website responsive? If not, we can help. Visit jakhq.com or call 0191 388 2698.

absolute[★]

Brand | Design | Web

Our mission is to make your business shine through strategic branding and design.

Together we get you to where you want to be by forming an absolute alignment of your brand and ambitions.



It would be an absolute pleasure to hear from you **0191 499 8458**

www.absolute-agency.co.uk

MEDIA TITLES DON'T HAVE THE MUSCLE THEY ONCE DID



The desire to have some element of control over what gets written about you in the press is an issue that's as old as the PR business itself.

Some approach PR naively believing it's the way it works. That they get to oversee exactly what's written about them before anything goes to print. Sorry to burst your bubble, but there is no 'dark art' to this profession and copy approval on stories in the press, despite the growth of the practice, is a very rare occurrence.

Like one might find accounting a mysterious wizardry, others then find communicating your message to the outside world something of a struggle too. We all have our own gifts.

The topic of copy approval reared its head with a confusing episode a couple of weeks ago with the Balding / Saga saga. Sports presenter Clare Balding, generally viewed as an all-round good egg by the nation, was accused of wanting too much control over the content of an interview she gave to Saga magazine around the promotion of her new book. The journalist writing the piece, Ginny Dougary, seeing too much had changed from the article she wrote, declined to have her byline on the piece and went public about the episode, accusing Balding of being an 'insecure diva'. It was the most un-Balding

like behaviour that seemed to give this innocuous tale all the fuel it needed.

Only, that didn't appear to be the end of it. Balding held her counsel for 24 hours and left it to Saga to forcefully suggest she had no such demands. Now there was egg on the face of the journalist. Balding then supported Saga's version and said she never asked for copy approval.

Every PR professional wants to have as much certainty as possible that an interview will go well, but the trend for copy approval isn't as positive as it might appear.

We know that today's media consumers are fantastically sophisticated, and for all the talk of "fake news", they can almost always tell when they're being sold to, or spun some sanitised line. Not only that, they rapidly learn to favour sources they regard as authentic over those they don't. So, serving up some generic promotional fluff might suit the client, but generally won't cut much ice with the end user. There's really no point for anybody.

The fact that publicists can ask – and get – copy

approval is a reflection of the fact that most media titles don't have the muscle they once did, and need the content that celebrities like Clare Balding provide more than the celebrities need them.

It's also indicative of a growing trust deficit between the two sides. As the media environment has become ever more competitive, corners are frequently cut, journalistic standards slip, and the reality of digital distribution means that even if a client can obtain a correction for shoddy reporting, it will generally be too late to make a difference.

So it's hardly surprising that publicists are increasingly emboldened to ask, and that media are ready to agree. Yet while it's tempting to regard that level of control as the triumph of PR, I'd be more inclined to see it as something of a defeat – for both sides.

A strong and independent media is crucial for all sides of the equation. It benefits neither the client, the communications agency or the media outlet to lose proper journalistic values and impartiality. Trust gets lost and the landscape becomes ever more fractious and difficult to navigate.

ALL EYES
ARE ON
THE
BRANDS
WE
REPRESENT

VISIONARY | CREATIVE | UNCONVENTIONAL | TWIST

twistmarketing.co.uk | 0191 432 6878

TWIST

IN CONVERSATION WITH...

Michael Gramslaw meets CHRISSIE PLUNKETT

Managing Director, The Twist Group

What were your career ambitions growing up?

From an early age, I always wanted to work in the creative industry. I've grown up surrounded by creatives and entrepreneurs and has always seemed very natural for me to follow this path.

What has been your career path so far?

I'm originally from London and started out as an account executive for PR for Mikimoto, Mouawad and Stephen Webster (luxury jewellery brands). It gave me such a buzz to see my work published in the leading glossy mags and this adrenalin spurred me on to push the boundaries and see what more I could achieve with these brands. Following my stint in London, I moved to head up PR and Marketing for equestrian brand Airowear. This was a fantastic opportunity which took me around the world and for which I pretty much had a blank canvas to shape the brand's message and global delivery. After nine years, I moved on from Airowear and returned back to agency, where I headed up the accounts for Vango, Bergans of Norway, Montane and Noveltea.

These were all fantastic experiences which gave me the insight, confidence and understanding to set up my own agency – Twist – which is a completely different challenge and one that I'm fully embracing!

How was Twist formed?

In every position I've held, I've always challenged the norm to spin conventional thinking into different directions. With marketing presenting ever more opportunities

to be creative and with so much potential out there for brands to disrupt their markets, I felt now was the time to go in a different direction and set up my own agency, where I could deliver creative campaigns that made a real difference to the brands we represent. My business partner Richard Shell saw value in this concept and together, we decided to set up Twist. We share similar business ideas, values and both take risks and Twist was born!

What are the company's defining qualities and values?

Everything is led with a creative thought process. We start by asking what is relevant to and of interest to the end customer, taking into consideration cultural influences and from here, we develop the campaigns. Every campaign is centred upon giving audiences reasons to talk and share about the brands we represent, and the more we can encourage this, the better the return on investment for our clients.

What are the greatest challenges you have faced in your career so far?

I'm facing my biggest challenge right now!! We have a fantastic team behind us who are delivering campaigns worthy of award-wins, however there's a lot of pressure on my shoulders to make sure we deliver on behalf of our clients whilst building up Twist's reputation and our client base. I'm facing new challenges every day and learning so much in such a short space of time. I'm wearing so many different hats at the moment and it's fantastic. We're having a lot of fun and the adrenalin rush I get from seeing the

results of our campaigns, takes me back to my early days in London.

What is your proudest achievement?

My proudest achievement goes back to when I launched the Airowear brand to the US and German markets. The experience I gained from working across different business cultures will stay with me forever and developing the brand into a multi-million pound business has given me the confidence to know that I can do it again for someone else.

Is there a mantra you aspire to do business by?

To build a culture centred around self-belief, passion, creative thinking and innovation.

Who is your hero in business?

Sarah Willingham who made her fortune from the Bombay Bicycle Club is a big inspiration to me. She is hugely successful in business, is ethical and has seemingly achieved all this whilst still putting her family first.

How do you like to unwind?

Spending time in the great outdoors where I love to hike, camp, surf, ski, horse ride – you name it – if it's out of doors, I'll do it!

Where do you see yourself in 5 years time?

Running the biggest comms agency in the North.

How would you like to be remembered?

Unique, a bit quirky and not afraid to take a risk.



FUSION PR DIVERSIFIES WITH APPOINTMENT OF CREATIVE DIRECTOR



Will Johnston, newly appointed Creative Director at Fusion PR.

North East-based PR and marketing agency, Fusion PR, has expanded its offer to clients with the appointment of a creative director.

Will Johnston has joined the team to provide in-house creative design support to Fusion PR's diverse client base, which includes Northumberland National Park, Northumbria University and AkzoNobel.

With more than 10 years' experience in the design industry, Will has previously worked for a number of digital marketing agencies where he specialised in brand creation, designing everything from initial concepts for clients' logos to flat visuals for websites.

Now at Fusion PR, Will is getting involved with a range of client activities, supporting the firm's account handlers on the delivery of creative marketing materials for print and digital media outlets.

"It's a really exciting time for me to have joined the team at Fusion PR," Will said.

"Fusion PR is a growing business with a wide client base of regional and national, large and small businesses where there is great potential for creative design.

"I love taking on new challenges so I'm delighted

to have been offered the opportunity to join the team at Fusion PR and I'm really looking forward to the future."

John McCabe, Managing Director at Fusion PR, said:

"2017 has been an outstanding year for Fusion PR. Not only have we have successfully acquired a number of fantastic new clients, we have more than doubled our headcount in the last 12 months.

"Bringing Will into the business is the start of a new and very exciting chapter for Fusion PR. We have always advocated an integrated approach to public relations, but by bringing a talented creative director into the business full-time, we are now actively expanding our services and our in-house expertise, which can only benefit our clients.

"We are delighted to have Will on board and we are looking forward to what will hopefully be another fantastic year of business ahead."

Shortlisted in the Outstanding Small Consultancy of the Year category at the upcoming CIPR PRIDE Awards 2017, Fusion PR provides a full range of strategic communications support from traditional media relations through to content management and social media support for businesses operating across multiple market sectors.

To find out more about Fusion PR, visit www.fusionprltd.co.uk.

YOU'VE "HIGHLIGHTED" OUR BUSINESS – SUNDAY FOR SAMMY

Highlights PR is a successful PR agency run by Keith Newman. Uniquely, their office is a boat based on the River Tyne.

Over the years, Keith has gained a glowing reputation for his work in the entertainment world. He has worked for Tyne Idols publicising their unique movie, TV and music tours of the region, gained worldwide coverage for the Auf Wiedersehen Pet 30th anniversary celebrations and he regularly promotes musicians, actors and other entertainers in the regional and national media.

His proactive style and success rate attracted the team from the Sunday for Sammy Trust and Keith has been managing their media work for the past four years. Unofficially known as the Geordie Command Performance, the show will return to Tyneside on Sunday 18th February 2018 at the Newcastle Metro Radio Arena.

Sunday for Sammy is a celebration of North Eastern culture and many of the region's most popular and successful performers have taken part in the extravaganza of comedy and music including Tim Healy, Denise Welch, Mark Knopfler, Kevin Whately, Charlie Hardwick, Jimmy Nail, Jill Halfpenny, Timothy Spall, AC/DC's Brian Johnson, Christopher Fairbank, Stephen Tomkinson, John Miles, Angie Lonsdale, Jason Cook, Lindisfarne, Joe McElderry, Brendan Healy, Donna Aire, Ant and Dec, Chelsea Halfpenny, Billy Mitchell, Brendan Foster, Pam Royle, Bob Moncur, Julia Tobin, Glenn McCrory, Kathryn Tickell, Chris Ramsey, Peter Peverley and many, many more. The concerts and subsequent DVD's raise funds to support the next generation of North Eastern performers with training, expenses and equipment.

Show Producer, Ray Laidlaw said: "Keith's enthusiasm for PR is infectious. He'll



not stop until he finds the right angle to get a story maximum media coverage. We're delighted he's looking after our PR."

Tickets for Sunday for Sammy on February 18th costing £35 plus 55p facility fee and bookings fees, are available online at www.metroradioarena.co.uk, from the booking hotline number 0844 493 6666 or in person from the Metro Radio Arena Box Office.

For a no obligation chat about your PR and a coffee on-board Highlights – the floating office, call Keith on 07814 397951 or email Keith@highlightspr.co.uk

GUESS WHO'S BACK, BACK AGAIN...

When I began planning my return to JAM column, I looked to music for inspiration.

I thought about all the songs which in some way reference 'comebacks', we have 'Return of the Mack' by the legendary Mark Morrison and even 'Without Me' by Eminem which inspired the title. These songs have had a lasting impact on the music industry and have stood the test the time. Something which I can aspire to do in the marketing and PR industry.

My career with JAM started in March 2016, I worked as an intern one day a week whilst finishing off my degree in English Literature and History. Much like most people at the age of 21, I didn't really know what I wanted to do with my life, let alone what to do when I graduated. So, I took it upon myself to start looking for some real work experience around Newcastle, this is when I found JAM.

Despite being nervous, I had never felt more welcomed into an office. The team were informative, willing to teach and wanted me to get as much out of the experience as possible. I found this amazing seeing as previous places I had completed work experience I spent more time by the kettle than doing real work. I was working on press releases, helping out on events and writing editorials that actually got published, I never knew how much I would enjoy it so I stayed with JAM as an intern for as long as I could.

In September 2016, I had to stop my internship due to the demands of my other part time job. It was something out of my control, but as a true believer in fate, I thought everything happens for a reason. Fast forward one year later, a job as a Marketing and PR Assistant at JAM came up, I couldn't believe



it. My dream job at my dream company! Of course, there was a happy ending and I did get the job.

Now I am an official Jammy Dodger, part of the ultimate marketing #DreamTeam. As you can imagine, life in a marketing office is ever changing. When people told me that no day is the same I thought it was an old cliché, but there isn't a more accurate way to describe life at JAM. We have a plethora of clients, from taxi firms to restaurants to HR consultancies and everything in between, so the work we produce for each client is entirely different. Add on top of that local and national awards, TV appearances, business anniversaries and promotions, there are never two pieces of work the same per client let alone all the clients.

This fast paced and hard-working environment

is exactly what motivates me and is one of the many reasons why I love my job so much. Another reason is how amazing it feels when you create the perfect social media and marketing strategy for a client and they hit the goals they wanted to hit and they can see why investing in marketing has such a massive pay off. In fact, just as I was writing this article two of our clients; Peace and Loaf and The Blackbird Ponteland were announced as two of the three Northern runners up for Best Sunday Lunch in the Observer Food Monthly Awards 2017. An amazing accolade for both restaurants and something that wouldn't be possible without the power of social media.

JAM have some incredibly exciting things to look forward to in the near future and now I have the pleasure of keeping you all informed.

If you need help with anything to do with marketing and PR, don't hesitate to get in touch. You can drop me an email at sophie@jam-marketing.co.uk or give the office a call on 0845 900 2127.

SYNERGI TO NURTURE MICROSOFT TALENT



As a leading digital transformation company, one of the greatest challenges Synergi face is recruiting from a shallow regional talent pool. Thus, the company has made a positive move to nurture new talent.

Synergi are delighted to announce Ryan Steele as their first onboarded apprentice where, alongside his formal learning curriculum, he will be mentored by Synergi's experienced consultants. He will focus on key areas such as Office 365 admin, SharePoint and Enterprise security, which are essential skills in today's modern IT workplace. Synergi hope that Ryan will go on to gain Microsoft fast-track certifications of increasing prestige.

Supervised by his colleagues, Ryan will help with first line support response which not only solidifies his growing, real-life knowledge but assists in building strong relationships between customers and all members of the Synergi team.

Ryan said: "I am incredibly grateful for this opportunity. I am excited to share my skills and gain both knowledge and experience."

As Synergi continues to grow through 2018, the firm will continue to look for enthusiastic talent that wants to learn from a leading modern Microsoft Cloud Partner.

A SMALL TEAM CAN GO BIG PLACES

From the launch of SenServe in 2012 to one meeting after another, the firm has grown like no other. Beginning as a one-man team, founder Muhammad had high hopes for his unique tech company and was ambitious to deliver exceptional service and receive awards. Now, 5 years later, SenServe has won The Newcastle Business Awards for Digital Innovation in Business, as well as making the final for Independent Business of the Year.

SenServe work hard on delivering projects to clients

and building Apps, websites and databases. The company's hard work and dedication has led to some very exciting clients, including Aneesa's and Man vs food restaurants.

SenServe is now hoping their care home system, Actio Care, will be rolled out into a number of care homes. This will make the running of the care home more efficient as paperwork won't be needed and workers will be able to see any information in an App.



SENSERVE BUILDS ON SUCCESS WITH NEW PRODUCT

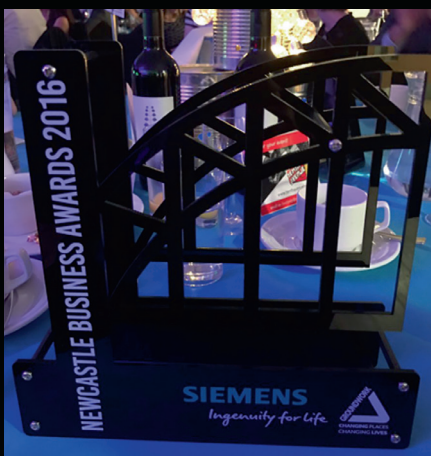
Award winning business SenServe is going from strength to strength as it launches a new maintenance product. Designed for letting agents, property & facility managers, fire & safety companies and SMEs, MaintainPad targets those requiring regular maintenance and checks.

MaintainPad allows users to log any issue from an App or website, which then provides real-time updates on the progress being made towards the resolution of the issue, thus improving the customer experience.

SenServe develops bespoke software platforms

for medium and large enterprises. The business was created five years ago by Newcastle-based entrepreneur Muhammad Ali.

He said: "I've worked in the property industry and have seen how communications between multiple parties can be a challenge, which is why we have developed this product. The great thing about it is that it has the capability to be used by a range of businesses including care homes, hospitals and offices. Better communication means that things get solved faster, saving people time and eventually costs."



**Ready to reduce costs
and achieve more from
your IT spend?**

Call us now and find out how.

ITPS

**ICT FOR
YOUR BUSINESS.**

IT Professional Services Ltd.

Axwell House, Waterside Drive, Metrocentre
East Business Park, Gateshead NE11 9HU.

E: contact@itps.co.uk | www.itps.co.uk

Follow us on @ITPSLtd

0191 442 8300



BACKUP OR PAY UP

IF YOU THINK A CYBER-ATTACK WILL NEVER HAPPEN TO YOUR BUSINESS, WE'VE GOT NEWS FOR YOU.

It is not a case of if it will occur, it's a case of when.

Ransomware is big business, with people around the world working hard Monday to Friday just like you and me, and looking forward to the weekend. Except the business they work in is based around locking down IT systems and data, and demanding a ransom in return for the key.

Hacking can happen to anyone. Find out more about protecting your business by talking to our experts, or coming along to one of our regular cyber-security events.

ITPS THE PEOPLE BEHIND DATA SOLUTIONS

0191 442 8300

contact@itps.co.uk

itps.co.uk

ITPS

ICT FOR
YOUR BUSINESS.

BACKUP OR PAYUP?

With Government proposals to fine companies in certain sectors without strong cyber security up to £17m, cyber-security expert Andy Hunter at ITPS takes us through a typical ransomware scenario that could one day feature your business.



If you were one of the people who saw the news about the ransomware attack that shut down the NHS network earlier this year, and thought 'a cyber-attack will never happen to me', I have got news for you.

It is not a case of if a cyber-breach will occur, it is a case of when.

Ransomware is big business, with people around the world just like you and I, working hard Monday to Friday and looking forward to the weekend. Except the business they work in is based around locking down IT systems and data, and demanding a ransom in return for the key.

Business is booming, and around 26% of shadowy digital currency Bitcoin is now thought to be used for criminal activity such as ransom payments.

Let me take you through a painful and expensive scenario, which is more common than you might think.

Company A is an award-winning business with over 100 staff, several sites, and decades of successful business experience. With no in-house IT team, and no business continuity strategy in place, someone within the business takes a daily disk-to-disk backup and stores it on an on-site server.

One morning, staff discover they cannot access their IT system. No emails, no files, nothing. Apart from a message saying if they wanted the key to unlock

their IT, it was going to cost them several thousand pounds. Although the client only has a light break-fix support contract with us, they appeal for help and our experts get to work, identifying the problem and confirming that the attack came from an overseas server, using a crypto-locker. These free, easily downloadable software programs scour the web to identify vulnerable IT infrastructures. The software looks for simple naming conventions, for example 'mail server' or 'backup files'; unsophisticated passwords, an on-site backup and firewalls which have not been regularly updated.

Without an offsite backup our team have their hands tied but they work around the clock and over the weekend for the next week, salvaging what they can from the client's historic backups, and creating virtual servers in the cloud so staff can at least receive and send 'new' emails, and access the internet. The business is struggling and customers are impatient, but it retains some limited functionality.

The criminals have cleverly deleted all data on the backup server to increase the likelihood of the ransom being paid, and the client feels they have no other choice but to pay the ransom, even though

there is no guarantee the criminals will keep their word.

We identify an honest broker to help them set up a Bitcoin account, but this is not a quick or simple process, and take several days.

The first payment sees one, low-use server unlocked, before the criminals come back and demand more money to unlock the rest of the IT system. Full access is eventually restored, allowing our team to integrate the temporary fix with the client's IT infrastructure, and it's back to business as usual.

This scenario demonstrates how hacking can happen to the best of organisations, and why under-investing in IT and services is a false economy. An expert IT partner will be able to guide you through options such as affordable managed services models, to guard against this situation arising.

Complacency could one day kill your business. Backups may not be sexy, but they are vital. Come and talk to our cyber security experts, or come along to one of our regular security briefings and find out how more about how to guard against the ever-increasing threat.

REBRANDING PAPER VOICE: ONE YEAR ON...

So much has happened over the past year; in January, Donald Trump received his presidential inauguration, Newcastle were promoted to the Premier League and we finally have the on-screen Spider-Man the Marvel Cinematic Universe deserves. It's been a very busy year all round and when looking at the past 12 months, it has been especially busy for Paper Voice.

The time really has flown by since our company rebrand. Branding is very important, especially for the type of industry we work in. Before the decision came to rebrand Paper Voice, the company was in no means unsuccessful, our trademark and branding just didn't really reflect the business correctly or as efficiently as we would have liked; in effect, we'd grown so we needed our brand to reflect this.

The colours and themes used were mainly blue and green and using a combination of the symbol for paper and a speech bubble didn't really reflect the company ethos correctly. We also focused on using UX (User Experience), UI (User Interface) and WD (Web Development) for the branding, however, we found that this backfired for us because not many of our clients knew what this meant.

Creating a strong and reflective brand is important and as such your brand represents the sum of people's perception of a company's customer service, reputation, advertising, and logo. After all,



a brand is literally the emotion in which is formed within each individual when they hear or see it, so it's important that the message that your brand gives is a positive one. When all of these parts of the business are working well, the overall brand tends to be healthy and this is how we believe Paper Voice is now perceived.

As a creative company, it is as important for us

to move with the times for ourselves and the businesses that we work with, and even more so sometimes, after all – who wants to work with a company that doesn't leave itself open to a continuous creativity of ideas? And that my friends, is what makes us stand out from the rest...

Until next time, Steve Paul Myers, Owner/Lead Designer at Paper Voice.

www.papervoice.co.uk

STOP IT WITH THE PRAISE (NO DON'T), YOU'RE EMBARRASSING ME...

By Colin Grant – IT Director, The Diamond Group

It's always nice to be praised for your services, but a testimonial that we received recently from Your Move made us realise that we should be highlighting these kind people that take the time to thank us for our services, so here is one of the first of many that we plan to release, as we're very proud of what we do, but we're even prouder when our lovely clients appreciate all our hard work too!

This testimonial comes courtesy of Tim Stonock, the Operations Director at Your Move.

"The time it took from our initial contact with the Diamond Group and completion of our requirements was about six weeks from raising the issue to completing the job. To be fair, four weeks of that were us making our minds up whether to go ahead!

"I dealt with Colin Grant from Diamond and we decided to replace all our existing computers and purchased the latest mobile devices so that the valuation managers could use them off-site.

"We've always liked the way Diamond work and have used them for IT support. Diamond was the natural first choice to go to when we thought



about making the change. They were very easy to deal with. Colin is always very fair and transparent so we didn't even bother to obtain a competitive quote.

"I have to say, they did an absolutely excellent job. A number of branches have said how professional the technicians were in changing the computers over and retaining all their important data.

"Trust is a big issue for us and I am pleased to say that we trust Diamond to find the right solution for our IT requirements.

"We are a locally owned business which operates within a national brand. Your Move is the most recognised single brand estate agency in the UK. We employ local people who are highly skilled residential estate agents and offer a top quality service to property buyers and sellers. We also have a large residential lettings business, provide financial services and arrange conveyancing. We have eight high street branches across Tyneside and County Durham."

Colin Grant said : "We're obviously flattered at The Diamond Group, but I have to say, although I am mentioned in the testimonial, it's the team that deserve the praise, as without the fantastic work that they carry out on behalf of our clients on a daily basis, we wouldn't be able to offer our customers the service we do"

Thank you Tim Stonock from Your Move – We appreciate your comments - The Diamond Team are delighted!

For information on Diamond's services – call 0191 519 3700 or visit www.diamond-group.net

FIVE WAYS TO PREPARE FOR GDPR...

By Mark Ambler, Managing Director at Blue Logic



In May 2018 General Data Protection Regulation (GDPR) will replace the Data Protection Act that has been in place since 1998.

GDPR aims to make it easier for individuals to understand how their data is handled and what it is used for.

What this means for businesses is a much stricter code of conduct and a significant increase in fines for a data breach. Under the new regulations, if you experience a data breach from failing to comply, this will result in penalties of up to €20 million or 4% of your global annual turnover (whichever is greater), far surpassing the current fines in place which carry a maximum penalty of £500,000.

The term 'processing data' refers to how companies obtain, disclose, record, or destroy personal information – basically whatever you do with information inside your company.

GDPR is subjective; it's about the data not the company so it doesn't matter whether your organisation is in the EU or not, what matters is whether the data you handle concerns EU citizens.

The territorial reach of GDPR is considerably broader than the UK's current Data Protection Act and you will be subject to GDPR if you:

- Hold data about individuals that reside in the European Union

- Handle data in the context of offering goods or services to an individual in the EU, or if you monitor their behaviour

The monitoring aspect of the regulation could be of most concern to your business as even using cookies on your website can make you liable to the GDPR.

The following five areas of focus need to be top of mind when it comes to data protection best practice.

1. Secure the cloud

Processing data in the cloud presents a risk. The personal data which you are responsible for is not within the confines of your on-premises network. You must therefore assess the security measures your provider currently has in place to ensure they are compliant with the new regulation.

2. Understand what you have

Given just how much data businesses now generate, part of keeping this secure involves identifying what information you hold, where it is stored, who has got access and which is no longer valuable.

Ensure you only collect the most necessary information as systems can get overcrowded

quickly. Under GDPR, an individual can ask if your organisation holds any personal information about them and you must respond within 40 days. Make sure your staff can recognise these requests and quickly find the relevant information.

3. Staff training

Human error is the main contributor to data breaches, from sending an email to the wrong recipient to opening an attachment with malware. By ensuring your employees acknowledge and understand their roles and responsibilities, you can greatly improve data protection across your business.

4. The right to retain it

You should always consider why you are storing the data and once used, securely archive or delete it.

5. Audit your activity

Running audit logs are a great way to keep on top of company content. This way you can see where data is going and who it's been accessed by. By monitoring your systems and services, you can be alerted to any suspicious behaviour or activity. Make this company policy.

Visit: www.bluelogic.co.uk for further information.



150 COUNTRIES, OVER 200,000 VICTIMS OF THE WANNACRY CYBER-ATTACKS...AND RISING.

No matter how secure you think your systems are, you could be at risk from cyber-crime. Don't become another victim. Act now. Talk to the specialists at Calibre Secured Networks for the latest expertise and advice on protecting your files and systems.

Trust us and stay a step ahead in protecting your business and profits from ransomware.

Call now on 0845 5576355 or visit www.calibre-secured.net

CALIBRE: THE STANDARD FOR PROTECTION FROM RANSOMWARE

Cisco® Citizenship UK Partner of the Year 2016


Calibre
Information. Communications. Technology.

CHICKEN OR EGG: SALES OR SERVICE?



In the ever-shifting IT and telecommunications landscape, capacity, reliability and technical innovation are pre-requisites to success for solutions providers, says Dave Sample, Technical Director at Gateshead-based Advantex.

It almost goes without saying that growth has to be a priority for any business but at what price? If it comes at the expense of failing to maintain standards of care, poor customer service and an inability to hit SLAs, then the question must be asked: is it worthwhile? Clearly not. So, in these straightened times, what does make the difference between success and failure, and the retention of happy clients while pursuing your own corporate ambitions?

Undoubtedly, professionalism, effective account management and attention to detail are key ingredients in any recipe for success but when experience and longevity are added, it becomes even more potent. These lie at the heart of Advantex's philosophy, where retaining customers is built around a mix of attributes that combine to deliver added value IT, communications and security solutions.

"Many companies work hard to win new business but lose focus once the contract is signed. When we win work, we never lose sight of the customer experience and are always looking to add even more value through the provision of extra services," says Dave. "We believe that it is our attention to detail that's seminal in separating us from other providers.

"All this, plus 15 years' experience, the highest

levels of accreditation and processes, enable us to deliver the exceptional standards of service that we consistently achieve. In short, we make the whole IT and telecommunications experience simple, expedient and painless for the customer."

This approach goes some way to explaining the firm's rise in the IT ranks to become one of the region's preeminent operators, reflected in the work it undertakes for a number of high profile companies who are themselves market leaders in their own sectors: Hitachi Rail, GE Oil & Gas and Rockliffe Hall among others.

Indeed, Advantex's contract with Hitachi goes from strength-to-strength on the back of a first-class service – products, supported by a highly skilled technical and account management team, have been installed and are now operating at seven sites nationwide.

Middlesbrough Football Club is another customer to benefit from Advantex and see the difference the company's services have made. An ageing phone system has been replaced with state-of-the-art, internet-based technology from Mitel that will provide significant and long-term improvements – over the next five years, a flexible and stable telecommunications platform will reduce call and maintenance costs while increasing productivity and enhancing user experience. Advantex is also

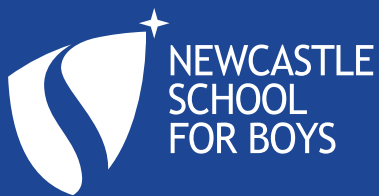
currently working closely with Sunderland AFC to deliver similar benefits.

The legal sector is another where firms are switching onto the benefits of the latest technologies. A Newcastle firm of solicitors, whose previous supplier's helpdesk was a constant disappointment, have seen strident improvements on the back of an evolving strategic relationship with Advantex. A new help desk service has significantly improved disaster recovery resolution.

Dave says: "The work reflects the strength of Advantex's reputation for delivering excellent support, which was a huge factor in the decision-making process and the basis for a closer relationship between our help desk and the client's staff. The support service is remote and more hands-on, with all the feel and appeal of an inhouse IT support team."

There's no doubt that Advantex's experience, allied with its technical know-how and extensive resources, ensures customers enjoy peace-of-mind when investing in and using the latest digital technologies. Moreover, closer cooperation and integration presents customers with the opportunities to explore additional services that can be integrated seamlessly into their existing IT infrastructure to improve their own performance and offering.

More at www.advantex.uk.com



NEWCASTLE
SCHOOL
FOR BOYS

LEARN ACHIEVE DEVELOP

Take the
right path
towards an
outstanding
education

ENTRANCE
ASSESSMENTS

Saturday 20th January
Register now

Junior School
(boys aged 3 - 11)

Senior School
(boys aged 11-18)

Junior School (ages 3-7), North Avenue,
Gosforth, Newcastle upon Tyne, NE3 4DT

Junior School (ages 7-11), West Avenue,
Gosforth, Newcastle upon Tyne, NE3 4ES

Senior School, The Grove, Gosforth,
Newcastle upon Tyne, NE3 1NH

Tel: 0191 255 9300

www.newcastleschool.co.uk



UNDERGRADUATE CHAMPIONS THE HEALING ART OF ENTREPRENEURSHIP

A Northumbria University student, motivated by family illness, is striving to change the lives of those affected by debilitating conditions for the better by using the power of art.

Alex Brown, 20, from Morpeth, is an undergraduate on the Entrepreneurial Business Management (EBM) course. An aspiring business owner from an early age, the decision to go to University was something of a last-minute change in plans. He says:

"I'd always intended just to get out there and start my own business, but then I found out about the EBM course at a Northumbria University open evening. The whole concept appealed to me, it was relaxed, informal and geared towards truly independent learning. It's not lectures and classroom tuition, it's about students teaming up to start and run their own business projects, learning from their failures and successes in the real world."

Every project must start with an idea. Once on the course Alex began to consider possible businesses and was soon seeking inspiration from his personal experiences.

"I was thinking about what was important and what most mattered to me in my life at the time. My gran had recently been diagnosed with dementia and I was becoming increasingly aware of the unique and difficult challenges that this was presenting, not just for my gran but for all of us close to her."

Alex had become acutely aware of one particular issue. For sufferers of dementia, brain injury and other serious conditions which can impact mood and behaviour, social interaction can become problematic, both for the person affected, their families, and those that care for them. As erratic and unpredictable behaviours can result, a fear of others not understanding or misjudging the situation can arise. Yet social activity is also a key factor in reducing feelings of stress and isolation in all those living with such serious health problems meaning that despite the perceived difficulties, social activities are desirable for all involved.

Alex's business idea was for art classes which specifically targeted dementia sufferers and those that love and care for them, ensuring that with this shared background uniting them, everyone would feel comfortable attending and getting



involved. Once there, artistic activity would provide attendees with the tools and space to express themselves freely in ways they may have felt unable to before, providing some therapeutic relief.

A chance meeting at a Dementia Friends event meant Alex soon acquired a business partner who was keen to start the same idea, Doctor of Psychology and former Northumbria University Postgraduate Student, Jane Dawson, who also had a studio that they could use. 'Art for the Brain' was born.

As a team Jane and Alex started to plan the first classes and Alex began seeking funding to help make the idea a reality.

The Greggs Foundation, a grant making charity which improves the quality of life in local communities, were the first supporters of 'Art for the Brain' and were instrumental both in helping to get the initiative off the ground and in securing a starter series of classes, generously donating £1,000. The classes are now held every Monday for those affected by dementia and traumatic brain injury and are well attended. However, Alex sees some limitations in the current set-up and is seeking to progress the idea further.

"You can see some similarities between the two conditions; dementia and brain injury, but they are fundamentally different at their core and they would be best served by separate classes.

"Similarly, from the results we are getting, we believe that the classes can provide a valuable form of escape and therapy for many more patients, such as those affected by stroke and trauma. We are now fundraising to get tailored classes for

different conditions going every day of the week and help even more people."

The dedicated team of founders and volunteers of 'Art for the Brain' are now working hard to reach their next funding goal by tackling the Yorkshire Three Peaks Challenge.

Kellie Forbes-Simpson, Lecturer in Enterprise and Entrepreneurship, has coached on the EBM course for two years. She is delighted with the progress of Alex's initiative. She says:

"Everyone involved in the EBM course is phenomenally proud of Alex's progress so far. We see Alex as an outstanding example, not only as one of our students and what they can achieve, but of how entrepreneurship is about more than just making lots of money; it can address serious societal issues and support those in greatest need."

The Entrepreneurial Business Management (EBM) course at Northumbria University is ideal for individuals who are keen to start and run their own business. The programme is based on a Finnish model of education, called Team Academy and Northumbria is one of three universities to pioneer this approach in the UK. The course is also part of the award-winning Newcastle Business School; recognised as Business School of the Year in 2015 and more recently, the first North East Business School to win the Small Business Charter for services to SMEs. Newcastle Business School at Northumbria University is also globally recognised for delivering some of the best business management education in the UK. You can learn more about available courses, including the EBM programme, at www.northumbria.ac.uk/study-at-northumbria

You can find out more about 'Art for the Brain' on Facebook at the Fine Studios at Fine House Farm page, under 'events' or call 07738 803418. Classes are held at Fine Studios, Kiln Pit Hill, Durham.



Chris Gow (left) and Connor Wilson (right)

CONSTRUCTION SKILLS PROGRAMME HITS CENTURY MILESTONE

The one hundredth apprentice has completed a pioneering programme that's growing the skills base of the construction industry...

Delivered by national housebuilder Persimmon in partnership with Gateshead College, the Combat to Construction programme retrains ex-military personnel for a career in the sector. Based in locations around the country, they gain a wide range of skills in bricklaying and joinery and work on live housing developments across the UK, eventually obtaining a full apprenticeship at NVQ Level 2 at the end of their studies.

The scheme has been hailed as a major success, providing jobs for ex-military personnel, boosting the efficiency and productivity of companies and helping the construction industry tackle key skills shortages.

Now apprentice joiner Chris Gow has become the one hundredth trainee to graduate from the programme, which was extended to take in a new cohort of trainees last month.

The 29-year-old, who works as an apprentice joiner on Persimmon's prestigious Ladgate Woods development in Middlesbrough, previously spent four-and-a-half years as a mortar operator for the 40th regiment Royal Artillery before becoming a weapon-locating radar specialist as part of the fifth regiment.

Former infantry soldier Connor Wilson has also completed the programme and is now an

apprentice joiner at the Whitewater Glade housing development in Stockton-on-Tees.

Chris and Connor are among dozens of people who have benefited from the training provided by Combat to Construction. Trainees travel from all over the country for an intensive seven-week programme at Gateshead College, where they acquire technical expertise as well as key skills in literacy, numeracy and IT. They also work towards obtaining their Construction Skills Certification Scheme (CSCS) accreditation, which provides proof that individuals working on construction sites have the required training and qualifications for the type of work they carry out.

The trainees then gain valuable experience of working on live projects on various Persimmon sites around the country. The 18-month programme is tailored specifically to the business needs of the company, which is recognised as one of the premier housebuilders in the UK.

Alan Hopwood, director of Persimmon Homes Teesside, said: "It's great to be working with Gateshead College on this programme, which is designed to help us acquire skills that can make us even more efficient, productive and competitive. Trainees like Chris and Connor are an invaluable resource as we aim to grow our business and

maintain our reputation as a renowned national housebuilder."

Gateshead College is also supporting Persimmon on its Upskill to Construction programme, which aims to be a gateway into the construction industry for those looking to change career or enhance the building skills they already possess.

Ivan Jepson, director of business development at Gateshead College, said: "We're delighted to support Persimmon's Combat to Construction and Upskill to Construction programmes.

"As well as helping ex-military personnel and other professionals forge a worthwhile career in the industry, the programmes also develop a pipeline of skilled talent that will enable Persimmon to remain competitive going forward. They are also helping the company to anticipate and address skills gaps in the workforce.

"The fact that 100 apprentices have now completed Combat to Construction and are now employed by Persimmon is a fantastic endorsement of what we're trying to achieve. We work with employers to design or adapt training provision to meet their specific business needs and this allows us to produce a pool of work-ready talent with the skills and aptitudes required."

FROM THE HEADTEACHER'S STUDY...

PAUL QUINN

Headteacher, Longbenton High School

What was your background prior to joining Longbenton High School?

I went to school in Ashington prior to taking a degree in Chemical Engineering at the University of London. After graduating I had spells in the maths departments of John Spence and St Thomas More School in North Shields before coming to Longbenton as Head of maths.

I arrived here in 1998 and had spells as an Assistant Head, dealing with pastoral issues as Head of Upper School, then as Deputy Head with responsibilities around timetable, curriculum and the new school build before succeeding the longstanding Jim Cockburn as Head Teacher in 2015.

What have been the Schools major achievements during your time there?

We have always played a significant part of the local area as Longbenton Community College but our successful image was undermined with teaching undertaken in tired buildings dating back to the 50s! Our recent £15m move into a purpose built school, on the original site, has taken Longbenton to a new level and generated a huge amount of personal and professional pride. We now have facilities to match anywhere in the region.

How were the Schools results in the recent Summer exams?

We had plenty of happy faces! A level results were superb and all who went through the UCAS system got University places. Those who didn't apply through UCAS are all in further education or employment.

All GCSE students are also now in education, training or employment and our own Sixth form intake was well above expectations.

What are your plans for 2018 and beyond?

More students will take advantage of our special offering. Our year 7 is the biggest in years with pupils having joined us from over 20 different primary schools. We place great emphasis and a lot of work on transition into High School and our goals and values are underpinned by a fantastic team of Governors.

How has the new build affected learning?

At one stage we taught in 10 different buildings so a lot of learning time was lost. The fact we now have all facilities under one roof is fantastic. Our specialist teaching rooms for subjects such as Science and



Design and Technology which are state of the art, modern and a pleasure to work in. Co2 levels are monitored and the temperature regulated and consistent. It is just a great environment to learn and work in.

How much emphasis is placed on extra curricular activities?

We always advise all students to take the numerous opportunities on offer. We had the Lord Lieutenant's Cadet for Northumberland last year as a pupil and another lad who learned to fly solo before even taking a driving lesson. There is a thriving Performing Arts and Music department, creative arts, photography and a great new Head of PE driving forward sport at the school. There is something for everyone in their spare time and through our extra-curricular offer.

Tell readers about your team?

We benefit from a stable, loyal and hardworking staff with very little turnover in personnel from year to

year. They care, are passionate about teaching and want to help students who come here.

What is the most important aspect of education?

To ensure students are ready to play a full part in society with a strong moral code and the ability to make good decisions.

What changes have you seen in education and what would you like to see going forward?

The current Education Secretary has done a good job and taken a pragmatic approach as a huge amount of change is needed and more school funding made available to help children.

How do we arrange a visit?

Simply call the school office on 0191 2189500 or for further information visit the website www.longbenton.org.uk

Our school is just like home.

To us, every student is a son, a daughter. And to your child, every teacher becomes a parent, a guide, a mentor who gently steers them towards a fruitful future.

As a family-run independent school, we're deeply rooted in family values. We believe those values are an integral part for the successful growth of the next generation. Our approach to education is down-to-earth, without the airs and graces. This gives us the opportunity to discover each child's ability to help them do better.

Visit us to know more about this 133-year old institution, with a heritage in building generations.

A heritage we are truly proud of. Since 1884.

*Every
parent
is a teacher.
Everyday.*



ARGYLE
HOUSE
SCHOOL
SUNDERLAND

TIME TO VISIT CHORISTER SCHOOL

As the only stand-alone independent prep school in Durham, The Chorister School has been established at Durham Cathedral for over 600 years. Set in the magnificence of The College, a part of the World Heritage Site, it provides the security and intimacy of a school small enough for every child and family to be known and cared about. The school is proud to be part of Durham Cathedral, regularly visiting for services and concerts. It is served by a committed, skilled and qualified professional staff and strives to be a centre of excellence across the curriculum, with a particular speciality in music.

The catchment area for the school is vast due to its reputation and newly refurbished boarding facilities, and many of the school's day pupils come from across the county and beyond. As a fully independent prep school we are in a position to ensure that your child is prepared for entry to any one of a huge range of schools both locally and across the country. We offer support and advice in making that crucial decision about your child's senior education and are proud to say that most of our pupils win scholarships, exhibitions or places at competitive entry schools. Our aim is to prepare the groundwork to ensure that when your child moves to senior school they are equipped not only with the academic skills required, but also the confidence, independence and curiosity that will put them one step ahead for the rest of their education.

As a boarding school we are able to offer a comprehensive before and after school programme of care (free for children aged 7 and above) and activities, and children are welcome to come for breakfast, stay for an evening meal or to board on a regular or one off basis. We have a wide range of extra-curricular activities on offer from music to rowing, ballet to karate. Please come and visit us and have a guided tour and meet the staff, current parents and pupils.



www.thechoristerschool.com

SHOULDN'T CHILDREN FROM A YOUNG AGE WORK COLLABORATIVELY REGARDLESS OF THEIR GENDER?

By Ken James, Headmaster, Red House School

Over the last twenty years, a number of schools have changed from single sex to coeducational.

In fact, all the single sex schools I've worked in in the UK – Cranleigh, Downside & St John's Leatherhead – have gone from being boys only to fully coed over time. Some were boys' schools with girls in the sixth form but all now have girls in all years. The most recent school making the transition from single sex to coed is Ipswich High School for Girls, now known as Ipswich High School (IHS). The decision of IHS was a bigger one than usual since the school has been a member of the GDST, the Girls Day School Trust. As its name implies, the Trust only runs day schools and, therefore, IHS will be leaving the trust. The school's change of status and departure from the trust has ignited, once again, the debate surrounding single sex education. Research on the subject is varied. Those in favour of boys only schools talk about boys being protected from high achieving girls. Girls' school seek to promote a school where hardworking girls can be protected from disruptive boys. But are their girls such shrinking violets that they need protecting? And at what cost?

If you merely wish to judge educational success by academic results, single sex schools would seem



to come out on top, dominating the league tables. However, is this merely self-perpetuating? Do parents with academically strong children believe they will be better served in single sex schools?

Having worked in single sex schools and having been head of two coeducational schools, I firmly believe what's most important is finding the right school for each child. The single sex schools I have

worked in (most recently in Sydney) have been very successful. However, I also have a strong belief that coeducation works best for most children.

Despite discussions about the gender pay gap, we currently work in a workforce where more men than ever before have female bosses (and rightly so). Coeducation teaches males and females that gender is not important but that people are rewarded because of their talents and not because of whether they were born male or female. Keeping the sexes separated to facilitate academic success may hold the children back in other ways. If children are impeding the learning of others surely each school has a responsibility to stop that from happening. It's not an issue of gender but one of discipline.

The world in which the children work will be equally populated with people of both genders. Shouldn't children from a young age work collaboratively? At Red House School we focus on teaching the children to think independently and work together as we prepare them for jobs which currently do not exist. We encourage the children to see the opposite sex as friends and colleagues rather than potential dates and this needs to begin at an early age.

redhouseschool.co.uk

THE REALITY OF MODERN BOARDING

By Kieran McLaughlin, Headmaster, Durham School



Boarding schools conjure up a number of images in the mind.

For some, they are places of cold showers, dormitories of beds in rows, hard and unyielding. For others, they are a Harry Potter-esque world, with Hogwarts-style halls and mysterious rituals. To others still, they are bastions of privilege, continuing the Victorian tradition of preparing young men to lead in the far corners of empire and young women to be wives and mothers.

The reality of modern boarding is very different from any of these stereotypes, though I confess to the occasional Hogwartian architectural flourish. For a start, the accommodation is far removed from that enjoyed or endured by Tom Brown in his schooldays. Private rooms, ensuite bathrooms and state of the art leisure facilities are not uncommon in some schools; in more modest boarding houses the feel is very much like a bedroom that a boy or girl may have at home. At my school, staff work hard to create a family feel in the houses, with pizza nights, X boxes and birthday parties a regular occurrence. It's not hard to see why many of our younger boarders describe it as an extended sleepover.

Boarding also has another darker reputational challenge. Reports of bullying, fagging and in some cases much worse surface in the press occasionally and few boarding schools do not have an unblemished record in this area. Boarding can be seen as somehow unloving, with boys and girls "sent away" for weeks at a time without seeing parents. Again, nothing could be further from the truth of modern boarding. Most schools now operate a flexible boarding system, where pupils can stay from one or two nights a week up to weekly boarding, where they arrive on Monday and leave on Friday or Saturday. For busy parents or those with long working hours, flexible boarding offers them the best of both worlds. The stress of daily pickups or emergency childcare is removed (and a night in a boarding house can be cheaper than a babysitter!) and parents can then spend quality time with their children at the weekends. In reality, most boarders live close to their school, usually no more than an hour's drive or train ride away, and it is easy for parents to visit and watch them play fixtures or perform in a school concert.

There is much more to boarding though than just convenience. Boarding is a way of life, not just for the pupils, but for the school. A school that is a place where people live as well as work is a hugely rich environment and the experience it can offer is unique. Boarding is about learning to live as part of a community. Boarding teaches pupils to be tolerant and respectful of each other; when you live with someone you develop an understanding and appreciation of others that is hard to match in a day school. Boarders develop confidence in themselves – they genuinely do feel like they are part of an extended family, with brothers or sisters aplenty, mixing across the ages and stages and making friends which will stay with them for the rest of their lives.

Boarding is not what you might think. If you as a parent have never been inside a boarding school or seen a boarding house then you should visit one when they next have an open day. I am sure you will be pleasantly surprised by what you see and hear from the youngsters who are living the experience.

For further information about Durham School, or to arrange a visit, call 0191 386 4783, email admissions@durhamschool.co.uk or visit www.durhamschool.co.uk



(l-r) Directors at Focus Architecture + Surveying, Peter Wilson, Victoria Bollands and Lee Sanderson.

WE FOCUS ON THE FUTURE DEVELOPMENT AND EXPANSION

The specialist team at Washington-based Focus Architecture + Surveying is looking forward to continued success with ambitious growth and development plans in the pipeline.

Based at Teal Farm, the architecture and surveying business, was set up two years ago by a trio of local professionals who have more than four decades of combined construction industry experience.

Prior to setting up the business, Lee Sanderson, from Newcastle, Victoria Bollands, from Teesside, and Peter Wilson, from Gateshead, worked closely together for a national firm of property consultants where they designed and project managed a variety of high profile schemes for a wide range of national blue chip companies.

Offering a combination of complementary skills and accreditations from RICS (Royal Institute of Chartered Surveyors), RIBA (Royal Institute of British Architects), CIAT (Chartered Institute of Architectural Technologists), and MCSD (Chartered Society of Designers), the team specialises in all aspects of architectural and building consultancy services, with the main objective to provide a high-quality service to local, national and international clients.

The first two years of business has seen the

professional and dedicated team secure and successfully complete a high volume of projects for a wide portfolio of local and national clients, which has also resulted in expansion plans being implemented and the recruitment of two new members of staff.

Lee Sanderson, Director at Focus Architecture + Surveying, said; "Successfully forging new business partnerships with a high volume of new clients on both a local and national scale, and in such a short period of time, resulted in a recruitment drive being implemented.

"As a team, we not only pride ourselves on the wealth of experience and knowledge we are able to offer, but also the high level of professional service we deliver to our clients."

Latest recruits include, Paul Weddle, from Chester-le-Street, who has taken on the role of senior architectural technologist, and Alex Slack, from Morpeth, appointed to implement the Estate and Facilities Management service which Focus currently provide many clients.

Focus Architecture + Surveying Director, Peter Wilson added; "This is a very busy but exciting time for the business with many more new and exciting projects in the pipeline, including the design and project management of a number of schemes for a highly prestigious global brand.

"We can only look forward to future success and continued growth as the business continues to expand and develop."

One of the firm's first contracts was to design and project-manage a new state-of-the-art Harley Davidson® dealership in Gateshead for Jennings Motor Group. Delivering such a high standard of work resulted in the team being appointed to refurbish the motor dealer group's Middlesbrough-based SEAT and Mazda dealerships, in addition to its latest Kia and Mazda dealership in Sunderland.

The Focus team is further strengthening this business partnership with a number of future design and project-management schemes scheduled for the motor dealer group.

For more information about the range of products and services available at Focus Architecture + Surveying, contact 0191 4195444, or visit www.focus-as.co.uk

Contract Hire Offers That Really Mean Business at **Jennings Ford**



New Ford Focus 1.5 TDCi ST-Line 5dr (120 PS)

- Metallic paint • 17" Rock Metallic alloy wheels
- Full exterior body styling kit • Sports suspension
- ST-Line leather steering wheel and gearshift
- Ford SYNC 3® with voice control, 8" colour touchscreen, DAB radio and Emergency Assistance • Quickclear windscreen

only **£185**+VAT per month
with Ford Lease

Advance rental **£1110.18**+VAT followed
by 35 monthly rentals of **£185.03**+VAT



New Ford Mondeo Vignale 2.0 TDCi (210 PS) **Powershift**

- Ford Vignale metallic paint • Exclusive 19" alloy wheels
- Rear view camera • Sony DAB navigation system
- Heated steering wheel • Ford LED adaptive headlamps
- Ford SYNC 3® with voice control and 8" colour touchscreen
- Quickclear windscreen

only **£312**+VAT per month
with Ford Lease

Advance rental **£1873.80**+VAT followed
by 35 monthly rentals of **£312.30**+VAT



New Ford Edge 2.0 TDCi Titanium AWD (180 PS)

- Metallic paint • 19" alloy wheels • Front and rear parking sensors
- Dual-zone Electronic Automatic Temperature Control (DEATC)
- Ford DAB radio/CD navigation system • Heated front sport seats
- Ford SYNC 3® with voice control & 8" touchscreen
- Automatic headlights • Rain sensing wipers

only **£274**+VAT per month
with Ford Lease

Advance rental **£1642.68**+VAT followed
by 35 monthly rentals of **£273.78**+VAT

Business users only



Jennings

A drive for everyone

www.JenningsMotorGroup.co.uk

STOCKTON, Yarm Road.

Call: **01642 632 200**.

GATESHEAD, Eslington Park, Dunston.

Call: **0191 460 7464**.

OPEN HOURS: Mon-Fri 9am-6pm

Official fuel consumption figures in mpg (l/100km) Ford Car range: Urban 14.1 (20.1) – 80.7 (3.5), Extra Urban 28.8 (9.8) – 94.2 (3.0), Combined 20.8 (13.6) – 88.3 (3.2). Official CO₂ emissions 306–82g/km. Standard EU test figures for comparative purposes and may not reflect real driving results.

Ford Lease Contract Hire is available to Business Users only, subject to status. Guarantees/indemnities may be required. Rentals shown based on a 6-9-35 non-maintained agreement (6 initial rentals up front followed by 35 rentals + VAT) with a mileage of 10,000 per annum. Subject to availability. Rentals must be made monthly. Prices exclude VAT. When the vehicle is returned it must be in good condition and not have exceeded the agreed mileage, otherwise further charges will be incurred. Prices are correct at the time of going to print and are subject to change without further notice. Terms and conditions apply. Ford Business Contract Hire is provided by ALD Automotive Limited, Oakwood Drive, Emersons Green, Bristol BS16 7LB. Cars not necessarily as illustrated. Certain categories of business users may be excluded. Offers end 31st December 2017. E&OE.



SSURPRISING SSANGYONG

For many car buyers, SsangYong is a new name, but one thing is clear from customer feedback; once you've experienced a SsangYong, you'll discover why the marque is finding an army of new followers.

Buyers go back for more because the cars are reliable, comfortable, great value, well equipped, economical, have terrific 5-year unlimited mileage warranties and do exactly what the buyers expect.

The model which made everyone take serious notice of SsangYong, is the Tivoli. It has been has been a massive hit. Yes it is incredible value for money, tough and durable, and with a 5-year warranty, but it is also extremely comfortable, smartly styled and good to drive. In terms of kit, and this is typical of the SsangYong range, on the entry level EX Tivoli you get air con, tinted glass, height adjustable driver's seat, keyless entry, electric windows and mirrors, cruise control, tyre pressure monitor and a cracking audio system. Wow. Remember, that's the entry level model.

With Tivoli prices starting at £13,300 or £17,000 for the extended version, other manufacturers can't get close. Power comes from 1.6 litre petrol or diesel engines. You can opt for manual or auto 'boxes and you can have 4-wheel drive as long as you opt for diesel power. As is generally the case, go for petrol if you prefer quiet, refined motoring. If you prefer economy in the region of 65 mpg, go for the diesel.

If you need more space yet still want terrific value for money, take a glance further up the SsangYong range.

The Rexton is the latest SsangYong to be given a thorough working over. This new version is on a different planet when compared to the outgoing model. SsangYong said in their Rexton media info; "More presence. More prestige. More strength. More safety. More style. More space. Styled inside and out with graceful detailing that compliments

it's rugged off-road capability, it looks and feels like a game-changer." Nuff said.

Everything else about the new 7-seat Rexton SUV is typically SsangYong; terrific value, starting at £27,500, 5-year warranty, excellent off-road ability and feels really solid.

The Korando, which kicks off at £15,495, has built a fine reputation as a 4x4 for towing. It comes with a choice of powerful 2.2 litre diesel or petrol engines that also have a decent turn of speed, reaching 60mph in around 10 seconds. The diesel in particular has a mass of low-end power to help keep heavy loads on the move.

A 2.2 litre diesel engine can also powers the latest Musso pick-up truck which starts at £16,396 ex-VAT. It comes with a hugely impressive 1 tonne payload and 3.5 tonne towing capacity. It's a handsome beast too and will be perfectly happy either dragging a horsebox across a soggy field, collecting a bale of hay, or towing a boat to the Lake District.

If you and six passengers prefer to ride around in the lap of luxury, then the SsangYong Turismo should be on your shopping list. With prices starting from £19,750 if you want as much space as possible then nothing comes near the Turismo unless you buy a long wheelbase van. Even with seven people on board, the boot space is still large enough to take all of their luggage. Drop the seats and you can climb in and go for a walk!

SsangYong is promising to launch a new model every single year. They are a company to watch.

The best idea is to go along to your local dealer. They'll show you the entire range and find a SsangYong to suit to your needs. You'll be Ssurprised by SsangYong.







Lookers COO Nigel McMinn (front and centre) prepares to plummet into the clouds alongside instructors from the Red Devils.

LOOKERS CHIEF FLIES HIGH AND HELPS RAISE £100,000 FOR MILITARY CHARITY

Chief Operating Officer of national motor retailer Lookers, Nigel McMinn, has taken the ultimate leap of faith and undertaken a charity sky dive alongside elite sports car driver and Lookers ambassador Johnny Mowlem.

The pair took to the skies with the Red Devils Parachute Display Team as part of Lookers' support of military charity 353.

After a brief pre-flight induction, Nigel and Johnny suited themselves up in their iconic red jump suits before taking off from Langar Airport, Nottingham, for their epic ascent over the Nottinghamshire countryside.

It was the first time that Nigel had completed a sky dive and it was certainly something that he's not likely to forget in a hurry.

He said "The whole experience was absolutely breath taking, from the professionalism of the instructors at the Red Devils and preparing for take-off, right through to the actual jump itself, which was exhilarating.

"Yeah, of course there were nerves during the ascent, but they soon disappeared as soon as we jumped out of the plane and the adrenalin kicked in. It was a clear blue sky day so the view we were

presented with once we burst through the cloud was spectacular. It's an experience that will live long in the memory and the fact that we were able to do it in support of such a worthy cause made it a fantastic day all round."

The jump was filmed as part of Johnny's TV show Mowlem's Racing Travels, with the episode due to air on Sky Sports next year. The most recent series aired in the summer and saw Johnny drive a restored 1930 Bentley Speed 6 around Silverstone and race a GT3 Ferrari 433 with fellow driver Ivor Dunbar in the International GT Open Series, among other motoring adventures.

Johnny said: "I'm used to getting my adrenalin pumping in the motoring world, but sky diving is something else altogether. It was a fantastic day, which was made extra special by the fact that Nigel was able to join me for the ride. Lookers have done so much for 353, so to be able to help Nigel and everyone at Lookers out in this way was the icing on the cake."

As well as getting pulses racing, the skydive helped increase the amount that Lookers has raised for 353 to over £100,000. The charity is named after Private Conrad Lewis, who became the 353rd British soldier to lose his life in Afghanistan and provides support to members of the military community and their families.

Lookers, which operates from 153 franchised dealerships up and down the country, including 16 dealerships in the North East, has a long and proud history of supporting high profile charities, as well as smaller community based initiatives.

This year has seen Lookers and its franchised dealerships support charities including Children in Need and The Duke of Edinburgh Awards Scheme, in addition to a number of sports clubs, including most recently Glasgow's only professional ice hockey club, the Braehead Clan, and small grass roots clubs like Holytown Colts Football Club in Motherwell.

E CLUSIVE

B U S I N E S S

**Are you joining us for lunch on
the 27th November?**

You should be!

Exclusive Business in partnership with Michael Grahamslaw,
Owner, Northern Insight Magazine would like to thank



BREWIN DOLPHIN

for their sponsorship of our business lunch club

for more details visit: www.exclusivebusiness.net or to book a place - email Linda@exclusivebusiness.net

GATESHEAD COLLEGE SUPPORTS INTERNATIONAL FILM EXTRAVAGANZA



Gateshead College has been unveiled as an official partner of an international festival designed to put North East filmmakers, actors, actresses and emerging talent on the global stage.

The organisation will be the only further education college to support the international Newcastle Film Festival, which runs from 29 Mar-1 Apr 2018. It is expected to attract up to 60,000 visitors and an audience of more than ten million.

The four-day carnival of cinema, film and world-class documentaries will celebrate films from different genres around the world, including animation, Bollywood, music videos and sports documentaries, by showcasing them in venues around the region. So far, over 1,800 films from 73 countries have been submitted for consideration and this number will be whittled down to about 200 before the event gets underway.

Gateshead College, recently ranked the number one college in the region and fourth best in the country

by the Skills Funding Agency, will provide exclusive opportunities for its students to showcase their digital and filmmaking talents at the festival.

Judith Doyle, Principal and CEO of Gateshead College, said: "We are thrilled to be supporting a global event that celebrates the best creative talent from around the globe. It's fantastic that the festival is coming to the North East as it will give our students the ideal opportunity to showcase their talents and learn from some of the best filmmakers in the business."

THEATRE ROYAL VOTED WARMEST WELCOME IN THE NORTH EAST

Newcastle Theatre Royal has been voted the North East's 'Most Welcoming Theatre' for the third year in succession.

The UK Theatre Awards are the only nationwide awards to honour achievement in regional theatre throughout the UK. Over 170 theatres of all sizes from across the country entered the award, which is voted for entirely by the public. Philip Bernays, Newcastle Theatre Royal Chief Executive, said: "To be the North East regional winner is just fantastic. We have an extremely hardworking team who always go that extra mile to make customers and visiting companies feel welcome and ensure they have a great experience at the theatre. It's wonderful to be recognised for this and we are extremely grateful to everyone who has taken the time to vote for us."

Bill Midgley OBE, Chairman of Newcastle Theatre Royal Trust, said: "A huge thank you must be given to all the team at the theatre who always ensure a wonderful welcome is extended to every person who visits. To be named the North East's Most Welcoming Theatre once again is a very richly deserved honour."

Julian Bird, Chief Executive at UK Theatre, added: "Theatres play a vital role in communities across the UK so it has been wonderful to see so many votes cast.



The campaign brought together audiences, theatres, performers and producers and gave everyone the opportunity to celebrate their local venue."



Come on board for great PR

 @HighlightsPR

www.highlightspr.co.uk • 07814 397951





NORTHUMBRIAN MUSICIAN MAKES BIG WAVES

A successful musician from the North East has launched a new album. Coming after a much-acclaimed debut album, the new collection of neo-classical piano music showcases the region's unique relationship with the sea.

Mark Deeks, 40, taught music at New College, Durham. Despite enjoying watching his students' passion and abilities grow under his tuition, Mark's real passion is to create his own musical arrangements.

Having decided to follow his dream, Mark announced the release of his first album, *lightburst*, booked some venues and gave himself just one week to create, rehearse, record and launch. The album was a huge success, selling around the world.

Mark's new album is entitled *Left by the Sail Road*. It contains eight new original piano solo pieces and a cover of the old ode to the sea by John Ireland, *Sea Fever*.



BLOOD BROTHERS 30th ANNIVERSARY UK TOUR

2017 marks 30 years since Bill Kenwright's production of the international smash hit musical *Blood Brothers* first toured the UK. In celebration, the iconic musical has been visiting theatres across the country and is set to arrive at Sunderland Empire this autumn (27 Nov-2 Dec).

No stranger to *Blood Brothers*, 'The definitive Mrs Johnstone' (Manchester Evening News) Lyn Paul reprises the iconic role, one she first played in 1997. Lyn rose to fame in the early 1970s as a member of the New Seekers and was the featured vocalist in their 1972 Eurovision Song Contest entry. She also starred in the UK tour of *Cabaret* in 2013.

Blood Brothers tells the captivating and moving story of twin boys separated at birth, only to be reunited by a twist of fate and a mother's haunting secret. The memorable score includes *A Bright New Day* and the emotionally charged hit *Tell Me It's Not True*.

RECORD OF THE MONTH - SQUEEZE 'THE KNOWLEDGE'

Two years on from the critically acclaimed success of *Cradle to the Grave*, the Squeeze boys return with *The Knowledge*.

Recorded in London, this their 15th studio album offers up another dozen examples of fine Chris Difford and Glen Tilbrook song craft, and is the perfect curtain raiser for their massive UK tour. The album is both reassuringly familiar yet intriguingly different in tone, perhaps best exemplified by lead single "Innocence in Paradise" with its pedal steel and cinematic atmosphere. Elsewhere, they address all manners of issues from the underfunded NHS (A&E) to abused schoolboy footballers (*Final Score*) to veteran obsessive record collectors (*Albatross*) and finally their own lengthy – and not always harmonious – relationship on the rollicking ska pop finisher *Two Forks*. Squeeze will be playing material old and new as they tour the UK this November. A band still very much cool for cats.



WHAT'S ON THIS NOVEMBER?

Mamma Mia!

November 1-11

Sunderland Empire T: (0191) 265 5020
www.atgtickets.com

Little Mix

November 3-4

MetroRadio Arena T: (0844) 493 6666
www.metroradioarena.co.uk

John Bishop

November 8-9

MetroRadio Arena T: (0844) 493 6666
www.metroradioarena.co.uk

Sensational 60's Experience

November 10

Newcastle City Hall T: (0844) 8112 121
www.theatreroyal.co.uk

Dr John Cooper Clarke

November 10

Whitley Bay Playhouse T: (0844 248 1588)
www.playhousewhitleybay.co.uk

ABC

November 11

Sage Gateshead T: (0191) 443 4661
www.sagegateshead.com

Beautiful – The Carole King Musical

November 14-18

Newcastle Theatre Royal T: (0844) 8112 121
www.theatreroyal.co.uk

Chris Rea

November 20

Newcastle City Hall T: (0844) 8112 121
www.theatreroyal.co.uk

Paul Heaton & Jacqui Abbott

November 23

Sunderland Empire T: (0191) 265 5020
www.atgtickets.com

Robert Plant

November 24

Newcastle City Hall T: (0844) 8112 121
www.theatreroyal.co.uk

Kasabian

November 24

MetroRadio Arena T: (0844) 493 6666
www.metroradioarena.co.uk

Blood Brothers

November 27 – December 2

Sunderland Empire T: (0191) 265 5020
www.atgtickets.com

Jools Holland

November 29-30

Newcastle City Hall T: (0844) 8112 121
www.theatreroyal.co.uk

the
bigger
picture

Making even ordinary homes look extraordinary...



Powered by bigger
BRIX

The Bigger Picture Agency Ltd
Studio 3, The Biscuit Factory,
Newcastle upon Tyne, NE2 1AN
0191 711 9684
info@thisisthebiggerpicture.co.uk
www.thisisthebiggerpicture.co.uk

THE DELECTABLE DAME DOTTY DONUT TO BE PLAYED BY DANNY POSTHILL!

Danny Posthill is the latest star name to be added to the bill of Tyne Theatre and Opera House 2017 pantomime, *Snow White and the Seven Dwarfs*. The comedian and impressionist who shot to fame on Britain's Got Talent in 2015 will be starring as Dame Dotty Donut in this year's Christmas panto.

North East based Danny, who reached the final of Britain's Got Talent, is no stranger to playing the Dame in pantos and audiences are in for a real treat when he brings his hilarious impressions to life during *Snow White and the Seven Dwarfs*.

Danny has perfected great impressions of celebs like Jimmy Carr, Donald Trump, Ant & Dec, Lee Evans, Sarah Millican, Michael McIntyre and Keith Lemon. You can expect to be giggling all night after hearing his impression of the 'big orange one'...yep, you know the one!

Joining Danny are two more star-studded names; Matt Pagan, a Britain's Got Talent winner from 2014, who will be playing the Prince and Michelle Heaton, from pop band Liberty X, who will be the pantomime's Wicked Queen.

Matt, who is part of world-famous singing group Collabro, has just finished supporting Cliff Richard on a UK tour. But before taking on the role of panto Prince, Collabro have their own headline tour which finishes on the 2nd December. Matt will then be



flying straight back to Newcastle to star in *Snow White and the Seven Dwarfs*. Families can expect to hear some fantastic singing from Matt and the rest of the cast as well as the much-loved songs 'Heigh-Ho' and 'Whistle While You Work' from the movie.

Gateshead born Michelle Heaton is back on home ground to play the Wicked Queen. Adding glamour and fierceness, as well as a Liberty X song or two into the panto, Michelle will be an audience favourite for sure.

Tyne Theatre Panto enthusiasts will also be thrilled to know that Geordie comics Charlie Richmond and Lewis Denny will both be returning in the show again this year as the comedy characters Muddles and Herman the Henchman.

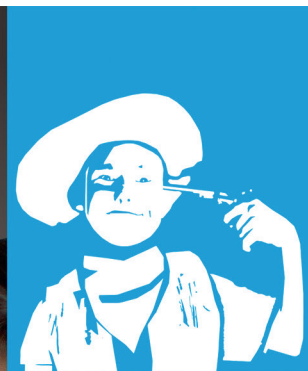
The leading lady is played by Robyn McEnaney, a local singing star who won the theatre's search to find the perfect Snow White from the North East. No stranger to playing a fairy tale Princess, Robyn recently worked at Disneyland as Cinderella proving that she is more than qualified to take on the role.

More information can be found on the Tyne Theatre & Opera House website. Tickets are priced £14 - £22 and groups of 10+ get one free (except Christmas Eve). Boxes £132. Youth and school group offers available. Family ticket £79 (stalls and grand circle only, not available Christmas Eve). For more info please visit www.tynetheatreandoperahouse.uk/events/snow-white-the-seven-dwarfs

THE STAND COMEDY CLUB

31 HIGH BRIDGE
NEWCASTLE | 0191 300 9700

  STANDNEWCASTLE



THE WEEKEND SHOWS EVERY THURSDAY, FRIDAY & SATURDAY

Our most exciting shows are on the weekend – you'll get five top acts on every bill in a two-hour comedy showcase. Live comedy 7 days a week!
The North East's Favourite Comedy Club

'The Stand Comedy Club Newcastle hits the target. It has a brilliant atmosphere and great staff. I almost wished I lived in Newcastle so I could gig there every week... almost! Seriously it's what a comedy club should be and more.'

John Bishop



LIVE COMEDY 7 NIGHTS A WEEK
WWW.THESTAND.CO.UK



THE STAND Bistro

The Stand Bistro has quickly become Newcastle's favourite hidden gem. Situated on the cobbles of High Bridge, serving food, speciality teas and coffees and continental craft beers from 10am until late. Our menu is comprised of locally sourced ingredients, using only the choicest cuts and freshest produce. We have something for every palate from our famous Sunday Lunch, our ever-popular lunches to our pre-show classics.

TO RESERVE A TABLE CALL US ON: 0191 232 1410 OR CALL 0191 232 0707
E: NEWCASTLE@THESTAND.CO.UK | THESTAND.CO.UK   STANDNEWCASTLE

TRAVEL TECHNOLOGY...WHAT DOES THE FUTURE HOLD?

By Anne Bromley, Joint Managing Director of Travel Bureau and Advantage Focus Partnership technology panel member.

As technology gathers pace at breakneck speed and our lives become more dependent upon it, it is increasingly difficult to switch off. For those in the corporate travel sector, there is no exception: we expect the same instantaneous results at our fingertips in our business life as we do in our private life. A typical business traveller will not leave home without their smartphone, iPad/tablet and/or laptop, enabling them to stay in-touch and remain productive throughout their trip.

With 4G, wi-fi on board trains, in hotels and now broadband in the sky, it's easier than ever to stay connected. London School of Economics LSE says 53 of an estimated 5,000 airlines worldwide offer broadband connectivity on board, however, it predicts that access will become ubiquitous by 2035 due to customer demand. Downtime is a luxury of the past, today, we are always switched on.

Technology is driving significant change within the travel and hospitality industry, presenting opportunities to new technology-led companies entering the sector. The business traveller demands a seamless end-to-end solution, enhancing their user experience.

So how does advancing technology already benefit the business traveller?

Online booking tools (OBTs) which traditionally offered a look and book facility for air, rail, hotels and car hire, now incorporate ancillary services such as ground arrangements.

Expense management has been transformed by technology, streamlining the process. Receipts can be uploaded direct from a mobile, generating a full-trip cost which includes all elements of travel,



such as dining and entertainment, as well as transport and accommodation.

Mobile applications provide travellers with a myriad of services, from online booking to viewing travel itineraries, checking in online and even hailing a cab. From a duty of care perspective, some of the most beneficial apps available enable traveller tracking, helping organisations prepare and support staff while travelling on business. Integrated with 24/7 emergency assistance, employers can locate employees and send messages and travel alerts across the globe.

Face and iris recognition, available at an increasing number of airports worldwide, enables a smooth passport-free journey through security.

Rise of the Machines – is this the future of travel technology?

Chatbots are already helping to improve customer service. If we were to blend artificial intelligence with the expertise of a corporate travel consultant, could the birth of the travelbot usurp their role? Could the travelbot, with its ability to mimic human functions and access a huge range of data (including booking patterns and preferences) personalise the journey in a way that both enhances the user experience and expedites the processes?

In the future, could an enquiry be handled seamlessly via the company's OBT with automated approval and document production, or assisted by a travelbot, both of which can meet the traveller's preferences whilst adhering to the company's travel policy?

Could guests make their way to the hotel in a driverless car, check-in using a holographic computer interface or be greeted by a robot concierge? Might we see room service delivered by drones?

Technology already exists allowing us to preview our hotel via a virtual tour, selecting the room which best suits our needs and access our hotel room, not with a key, but via our mobile phone. Hotel mirrors can be used to obtain information and services, such as requesting room service, ordering transportation, and checking the weather. So, arguably, anything is possible!

At this moment in time, no matter how intelligent a system is, it cannot fully replace human intuition and analysis and ultimately man and machine must work together to enhance the user experience.

For the corporate travel sector, progress will be slow due to constraints such as compliance, data protection and personalisation, placed upon the Travel Manager. For organisations interested in implementing new technological solutions, it is imperative to consider their individual objectives e.g. to improve process or create efficiencies with a view to making travel more productive. Evaluate where innovation will deliver value in supporting organisational goals and objectives and discuss the options open to you with relevant stakeholders, including your travel management company.



Travel Bureau is an independent travel company with 55 years' experience. To start a conversation, call Anne on 0191 272 6021, email consulting@travelb.co.uk. Visit www.travelbcorporate.com.

OUT & ABOUT - NEWARK ON TRENT



On the day before my recent visit to Newark, the Daily Express was warning of England receiving the tail end of the American hurricanes with winds of 70mph. As it turned out, it was rather a pleasant Sunday, and there was much more rain on the walk back to the car at Durham station than all day in Newark-on-Trent.

I left Durham at 09:38 on a direct Virgin Trains East Coast service to London, calling at Newark Northgate station at 11:17.

Many people on leaving the station turn right to walk along Northgate to the town centre. It's quicker, though, to turn left on to Appleton Gate and enter

the town past the Palace Theatre. Newark was built at the crossing of the Great North Road and the Fosse Way, two Roman routes which are now the A1 and the A46. When the railways arrived, two routes again emerged: the north-south East Coast Main Line calling at Newark Northgate and the east-west Nottingham to Lincoln line calling at Newark Castle. There is no rail service between the two stations, and the lines cross at the same level on one of the few flat-bed crossings left on the mainline network. Boat trips are available on the River Trent.

I first visited Newark Castle itself, the ruins of which are in an attractive park opened to celebrate Queen Victoria's 70th birthday on 24th May 1889. There was an interesting exhibition in the North West Tower of the Castle about bad King John, who suffered dysentery after a major feast in King's Lynn and losing his treasures when crossing the Wash. He died in the room above the Gatehouse at Newark Castle on 18th October 1216 to be succeeded by his nine year old son, Henry III, who made a much better fist of being King than he had.

Time for lunch then and I chose the Danube restaurant, two excellent courses for £15 opposite the Registry Office on Castlegate, before poking round the Newark Antiques Centre and the shops which were mostly open on the Sunday. After a coffee I moved to the National Civil War Centre which incorporates the town museum. A Royalist town which suffered three sieges and a good dose of bubonic plague, Newark was a strategically important town for the King, and the exhibits were much more interesting than suggested by some tripadvisor reviews. The small cinema played some specially filmed sequences about the Civil War and characters from Newark who had a role in it (look up the story of Hercules Clay), and there was the pleasure of seeing plaques later in the same streets featured in the film. There was also a continuing exhibition about T. E. "Lawrence of Arabia". I wish I had allocated more time before closing at 17:00.

Evensong was a joy at 1800 in the Parish Church with the combined choirs of Newark and Grantham, followed by a tasty pizza on the Castle Barge, Newark's floating pub. Go any day you want to Newark, but I am suggesting especially Sunday 26th November 2017 when a big fireworks display celebrates the turning on of the Christmas lights.

On the way home, my intended 20:48 train from Newark direct to Durham (22:35) was cancelled so I had to take a following Leeds service to Leeds and transfer on to a TransPennine Express train which arrived at Durham at 23:37, which meant I was 62 minutes late and able to claim a full refund on my ticket under the Delay Repay arrangements.

No quibble, 100% refund of the £28.60 paid.

Alex Nelson – alexnelson@dunelm.org.uk
www.nationalcivilwarcentre.com

**For train bookings nationwide,
in person, by phone or on the web!**

You can book from any station to 2,500 other stations
on the National Rail network.
Your local National Rail station, wherever you are.

Chester-le-Track

CALL US ON
0191 387 1387

THE RAILWAY STATION · STATION ROAD · CHESTER-LE-STREET · CO DURHAM · DH3 3EE

We are your
gateway to the
 National Rail
network

We're open
Mon 0610 - 1800,
Tues - Fri 0710 - 1800,
Sat and Public Holidays 0730 - 1415

**Go
by train...
it's
environmentally
friendly!**

CALL US ON
01642 200140

THE RAILWAY STATION · STATION ROAD · EAGLESCLIFFE · STOCKTON-ON-TEES · TS16 0BT

Chester-le-Track at Eaglescliffe.tv

We're open
Mon - Fri 0715 - 1815,
Sat and Public Holidays
0715 - 1315

or book tickets at our website www.nationalrail.com

Train services from
Chester-le-Street and
Eaglescliffe are provided by





**JUST A HOP,
SCHIPHOL AND
JUMP AWAY FROM
GOOD BUSINESS.**

Connect to the World via Amsterdam,
Dubai, Heathrow, Brussels and Paris.
newcastleairport.com/discover

Newcastle International 
Your Airport



CROWDFUNDING SET TO FEED NEW SAUCES BUSINESS

An entrepreneurial brother and sister duo are turning to crowdfunding in a bid to bring their allergen and preservative-free Vietnamese and East Asian sauces to the market.

Jon Mao and Nham Lee are using the Crowdfunder platform to launch new business Vi, which means flavour in Vietnamese, in the hope that they can raise the £60,000 they need to start the full scale specialist production of ready-made sauces with organic, traceable ingredients.

The venture will see the company work alongside

local charity partners and could see up to 10 new jobs created over the next two years.

The pair came up with the idea for Vi after both their daughters were diagnosed with eczema and Nham started to look at the role that diet plays in allergies and other conditions.

Jon and Nham's parents arrived in the UK with their five children after fleeing Vietnam in the 1980s, settling in the North East and setting up a traditional East Asian takeaway.

Jon said: "Nham and I have worked behind the scenes in the food industry for our parents since we were small so potential investors can be reassured that we have first-hand experience of the hard graft involved."

The pair already have the keys to a new production unit in Ashington. They are planning to give consumers a taste of the new products at forthcoming street food festivals, popup shops and events across the North East.

NORTH EAST HOTEL UNDERGOES £250K REFURBISHMENT

Award-winning Northumberland Hotel Matfen Hall hotel, golf and spa has announced a £250,000 refurbishment of its wedding spaces in the East Wing.

Matfen Hall has employed North East interior designers and architects Space ID to manage the project. The new designs couple the impressive, historic aspects of the hotel with luxurious, modern features to create a romantic and sumptuous atmosphere.

Bernard Bloodworth, Managing Director of Matfen Hall, said: "We are very excited to announce the upcoming refurbishment of our East Wing. We have decided to make a huge investment to modernise these spaces while retaining the historic features of the hotel, in order to appeal to more couples and create the unique and impressive feel that you would expect on your special day."

The renovations include emphasising the theatrical space in the Great Hall by creating a virtual firework display of contemporary lighting on the spectacular original, oak ceiling. The sweeping oak staircase will be carpeted in opulent teal to complement the antique mirror arches and rose window.

Moving into the Sir Edward's Bar, guests will be greeted with textured wall finishes in rich blues and greens, accented with artisan brass metalwork and Italian marble to provide a relaxing and intimate space for socialising.

Finally, the muted colours of the decorative plasterwork on the high ceilings of the Terrace Suite match the panelled walls, inset with crystal cut antiqued mirror panels. Bespoke gold ring seats and traditional Versailles timber flooring panels complete the look.



Ravensworth Golf Club

'fantastic golf at affordable prices'

Email: john@ravensworthgolfclub.co.uk for details
Tel: 0191 4876014 or visit www.ravensworthgolfclub.co.uk to book online



Festive Set Menu 2017

Available from 1.12.2017

To Start

Pressed Ham, Pease Pudding,
Beetroot, Stottie

Crab, Watermelon, XO, Flowers

Ken's Parsnip, Raw Honey,
Tunworth (V)

To Finish

Christmas Spring Roll, Brandy
Ice Cream

Chocolate, Cherry, Pistachio

Blue Cheese, Pear, Frangipane

Christmas Cheese Selection
(£5 Supplement)

Amuse Bouche

Bread and Canapés

To Follow

Roast Goose, Red Cabbage,
Stuffing, Sprout

Salmon, Seaweed Risotto,
Brown Shrimp, Kale

Falafel, Confit Carrot, Yoghurt,
Kale, Coriander (V)

Side Dishes £3.50 each

Thin Cut Fries

Clapshot

Broccoli, Almond,
Hollandaise Sauce

Braised Red Cabbage

Cauliflower Cheese

Peace & Loaf

5 courses

Lunch - Five Courses £25 / Dinner - Five Courses £30

0191 281 5222

217 Jesmond Road
Jesmond
Newcastle upon Tyne
NE2 1LA

www.peaceandloaf.co.uk

*Please inform our team of any dietary requirements or allergies. *Menu Subject to change with out notice.
Lunch 12pm – 2.30pm / Dinner 5.30pm – 7.00pm. £10 per person deposit required at time of booking for parties of 6 or more.
Pre order required min 48hrs in advance for parties of 8 or more. ** 10% service charge added to parties of 8 or more **
Tables will be required after two and a quarter hours from booking time.

#peaceandloaf

[f](#) [t](#) [i](#)
@peaceandloafjes

[in](#)
Peace and Loaf Jesmond





DOBSON & PARNELL SEALS THE DEAL WITH NEW BUSINESS LUNCH

With two thirds of office workers now eating 'al desko', a Newcastle restaurant has devised a new lunchtime menu aimed at business people working or visiting the city.

Dobson & Parnell on Newcastle Quayside is now serving a two-course business lunch with still or sparkling water and coffee for just £15, or three courses for £19.

The lunch is available from 12-2pm between

Tuesday – Friday and features an exciting British and European menu, with dishes including ham hock terrine, pickled vegetables and mustard dressing.

Troy Terrington, Chef Patron at Dobson & Parnell, said: "Our new business lunch is great for staff morale and boosting sales with customers. We hope our new menu will help them to make a habit of eating out instead of at their desks".

NEW MENU AND RESTAURANT MANAGER AT JESMOND DENE HOUSE

It's all change at Jesmond Dene House as the hotel has recently employed Reyer Van Gils as new restaurant manager and has a new fixed-price Residents Menu.

Born in Holland and having worked in the hospitality industry for sixteen years, Reyer began his career as an apprentice chef in Israel. Reyer spent time at the Hotel Bellevue des Alpes as Chef de Service before him and his partner decided to settle in Newcastle.

Reyer said: "I am looking forward to the challenge at Jesmond Dene House. I am delighted to share that we will be re-introducing our complimentary home-made bread selection. Our already amazing cheese trolley is now also even more fantastic as it offers a selection of all British cheeses."

Offering 2 courses for £20 and 3 courses for £25, the Residents menu is sure to be a hit.

RAMSIDE ESTATES MAKES THE FASTEST 50

The company behind some of the region's leading hotels, bars and restaurants is celebrating after being named one of the fastest growing firms in the North East.

With a workforce of more than 600 employees, Ramside Estates owns some of the region's most luxurious hotels including Ramside Hall Hotel, Golf and Spa and Hardwick Hall. It also operates Ramside Event Catering, one of the largest privately owned catering firms, along with Newcastle bar Colonel Porter's and the Pavilion Café at Alnwick Garden.

Now, the company has been listed in the 2017 Fastest 50 rankings, organised by North East law firm Hadaway, which identifies fast growing, profit-making private companies.



To qualify, companies must have turnover in excess of £1million in the last three years. Ramside Estates is listed 34th overall, boasting a turnover in excess of £24million over the last three years.

QUEENSWAY EXPANDS WITH CUTTING EDGE JESMOND DENTAL CLINIC



A brand new dental clinic has officially opened its doors in Jesmond offering advanced technology and specialist orthodontic and dental treatment, following a £400k investment to sensitively refurbish the premises.

The North East's largest dental clinic Queensway has completed work on Jesmond Dental Clinic, a 19th Century building on Eslington Terrace providing patients of all ages with a range of specialist dental care, including orthodontics and restorative dentistry.

Formerly an orthodontic practice belonging to Dr Brian Wilson, the Victorian property comprises five modern, high-specification surgeries. New patient-focused technologies are available including a state-of-the-art 3D scanner and impression-free dental scans.

Patients will be able to benefit further as Queensway is the region's biggest specialist provider of Invisalign, and the only specialist Invisalign Teen provider in the region.



BOOK AND BENEFIT...

Take advantage of our Autumn conference offer, book a meeting between 1st September and 31st December 2017 and benefit from complimentary items at Crathorne Hall Hotel.

We have created a number of packages from day delegate rates, residential meetings with dinner to exclusive use of the hotel.

Day delegate packages available from £33 and 24 hour delegate rate from £139

For all meetings taking place between September and December, delegates will receive complimentary breakfast rolls on arrival.

For further information and to make your booking, please call 01642 700398

Terms and conditions apply.

Once the booking has been confirmed you will also receive a voucher for one of the following:

- For bookings between £100 - £500 - afternoon tea for two
- For bookings between £500 - £1,000 - Sunday lunch for two
- For bookings between £1,000 - £2,000 - a three course dinner for two
- For bookings over £2,000 - an one night overnight stay for two people

handpicked.co.uk/crathornehall

Crathorne Hall Hotel, Crathorne, Yarm, North Yorkshire TS15 0AR

CRATHORNE HALL
YARM, NORTH YORKSHIRE

A *Hand* PICKED HOTEL



THREE-TIERED INDULGENCE AT JESMOND DENE HOUSE

By Michael Grahamslaw

This month we continue the Jesmond Dene theme with a review of their hugely popular afternoon tea offering.

The hotel's afternoon tea strives to be one of the best in the area and is served daily from 12 til 5 in either the garden room, restaurant, billiard room, lounge or snug cocktail bar depending on the guests' personal preference.

On a sunny, autumnal day we elected for the garden room and we were soon looking out over the hotel's well-kept surroundings. Traditional tea is reasonably priced at £25 a head and for this includes a selection of dainty, finger-cut sandwiches, homemade quiche and sausage roll, three types of scone and a rainbow of colourful cakes and sweet treats. Also included is a choice of tea (loose-leaf of course) or coffee. We settled on the traditional English Breakfast yet more adventurous folk can also look forward to a range of fruit and herbal blends.

The daily offering is often subject to change depending on the season, yet there's seemingly always something tasty to sample. Our bottom tier comprised a range of savoury treats. A cheese savoury filling was served on malty wholemeal, chicken came on white bread with fresh avocado and rocket cress whilst a lovely broccoli & stilton

quiche and 'posh', seeded sausage roll – made in the hotel's kitchen – provided a nice alternative to the sandwiches.

On the next floor up were scones of the plain, cheese and fruit variety. Fresh and doughy, with the fruity kind dusted in sugar, these really hit the spot and were there to be slathered in clotted cream, fresh butter and homemade jams.

My tastes being a little more savoury, I usually like to operate using the countdown method "1 from the top, 5 from the bottom" yet the cake selection here looked so inviting that I had to deviate from convention. The pick of the plate proved to be the chocolate, orange and almond truffle – an oblong of sheer decadence with the three complementary flavours melting in majestically together. Also on the menu was lemon cheesecake on a biscuit-y shortbread base, the strawberry & lemon verbena macaron (one of the best this side of Betty's tea rooms) and a raspberry & coconut sundae neatly presented in shot glass form.

Admittedly, even for seasoned troughers like us, there's a lot to get through so we inwardly rejoiced when we were given the option to have any

unfinished morsels boxed up to take home. Indeed the service had been friendly and approachable all afternoon. The staff are all really passionate about their work here and were happy to talk through every aspect of the experience and answer any queries before we tucked in.

Vegetarians and those with other dietary requirements are also well-accommodated for. Upon being seated, we were surprised to be presented with a vegetarian/gluten free menu. Clearly Jesmond Dene House has all guests' preferences in mind which we thought was a lovely personal touch.

Those really looking to indulge can even pair their tea with an alcoholic beverage of their choice. Sparkling teas and cocktail accompaniments remain ever-popular yet guests also get the option to try the new "NovelTea" range offering either a tea/gin or tea/rum composition. How about that?

This was a hugely pleasurable afternoon which provided a welcome release from the humdrum of working life. Much thought has clearly gone into afternoon tea at Jesmond Dene House – another branch of a highly polished food & drink offering.

More information can be found at www.jesmonddenehouse.co.uk



HORTON GRANGE

COUNTRY HOUSE HOTEL & RESTAURANT

CHRISTMAS & NEW YEAR EVENTS 2017



HORTON GRANGE COUNTRY HOUSE HOTEL PROVIDES THE PERFECT VENUE FOR YOUR FESTIVE CELEBRATIONS.

CHRISTMAS DAY LUNCH

Spend this very special occasion with all the family at Horton Grange with sumptuous food and festive surroundings.

**£99.50 per person,
£49.50 children under the age of 10.**

NEW YEAR'S EVE

Welcome in the New Year at Horton Grange with fabulous food and be entertained by our resident disco, finishing with a magnificent fireworks display at midnight.

£92.50 per person.

JASON ISAACS PARTY NIGHTS

Enjoy a wonderful 3 course meal with Prosecco and Canapés on arrival with the fabulous Jason Isaacs on Sunday 3rd and Thursday 14th December.

£43.50 per person.

CHRISTMAS PARTY NIGHTS

Join in the festive spirit at Horton Grange with delicious food and fabulous entertainment from our resident disco letting you dance the night away with friends, family or colleagues!

Available Friday and Saturday nights throughout December.

£34.50 per person.

BOXING DAY LUNCH

Spend Boxing Day at Horton Grange with friends & family whilst enjoying a delicious 3-course meal.

**£39.50 per person,
£19.50 children under the age of 10.**

**WE ARE OPEN EVERY DAY FOR
FESTIVE LUNCH
& FESTIVE AFTERNOON TEA**



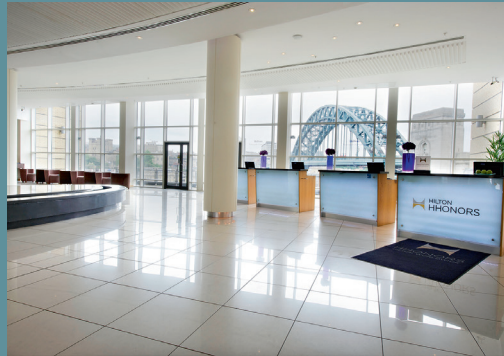
PLEASE SEE WEB SITE FOR FULL DETAILS. FULL CHRISTMAS BROCHURE IS ALSO AVAILABLE UPON REQUEST.

Horton Grange Country House Hotel, Berwick Hill Road, Ponteland, Newcastle upon Tyne NE13 6BU

T: (01661) 860686 E: info@hortongrange.co.uk W: www.hortongrange.co.uk

Facebook: Horton Grange Country House Hotel Twitter: @HortonGrange





HIGH TIMES AT THE HILTON

By Michael Grahamslaw

Sitting proudly on the south bank of Newcastle's Quayside, Hilton Newcastle Gateshead remains an emblem of the city's fine leisure & hospitality industry.

Its prime riverside location and stellar brand of customer service continue to make it a firm favourite of locals and travelling out-of-towners (I once bumped into Neymar in the lift), not to mention a key spot for business meetings, events and conferences.

Admittedly, it had been a little while since my wife Lisa and I last visited, in which time the hotel has witnessed a host of exciting new developments, so I thought I'd compile an updated review for the readers of Northern Insight.

The hotel boasts 254 guest rooms in total and they're all very tastefully appointed. We were lucky enough to secure a supremely stylish executive room on the hotel's 5th floor, which came complete with a dedicated office space perfect for the journeying professional.

Other amenities included a 49" flat-panel LCD TV on which I watched Part II of an enthralling Super Sunday, wi-fi access, tea & coffee making facilities, telephone, fridge and a chic, chrome-laden bathroom area. Bathed in a soothing colour palette – all creams, plums and chocolates – our room promoted feelings of warmth and sanctuary and was the ideal place to unwind after a frenetic working week.

Some executive rooms are equipped with their own private balconies, whilst

all have exclusive access to the hotel's Executive Lounge. This is unquestionably a major asset to the hotel and offers a great vantage point from which to take in some breath-taking, panoramic views of downtown Newcastle and the Quayside's assorted bridges.

Prior to taking dinner, we thought a quick freshen up was in order, so we headed down to the on-site LivingWell Health Club. I'd been playing football that morning (well, trying anyway) so I wasn't in the mood for anything too strenuous, yet there is a bespoke fitness suite with all the usual cardio/resistance bells & whistles. I settled on a few lengths of the pool and a blast in both the sauna and steam room, whilst Lisa took full advantage of the facilities with a prescription facial which she assures will "clear the cobwebs away."

With a fair few calories in the credit column, we looked forward enormously to our evening meal. The "Windows on the Tyne" Bar offers a fantastic mix of international comfort food in relaxed surroundings, whilst the neighbouring restaurant – which has been recently refurbished – is befitting of one of the region's flagship hotels. Both also have those stunning views of Newcastle – now I can't think of too many restaurants from which you can look out over the Tyne

Bridge, Grey's Monument, Castle Keep and of course, the city's two cathedrals; St Nicholas' and St James' Park.

We decided on the restaurant which has an eclectic and exciting new a la carte menu. It draws upon a global array of tastes, textures and cuisines and offers plenty of choice. Sharing boards are new to the menu here so we decided to kick off with a plank full of garlic king prawns, coronation chicken, parma ham, salami and buffalo mozzarella. This was a lovely way to begin and was followed up with a 7oz fillet steak with green peppercorn sauce and hand cut chips (guess who?) and the pesto-crusted salmon steak, served up with tender stem broccoli and crushed new potatoes. Rather full, we swerved dessert but lingered into the night over an excellent bottle of Chateaufort-du-Pape, which put the finishing touches on a memorable evening.

The following morning, we returned to 'Windows.' for a slap-up breakfast which features a host of continental classics, in addition to all of our cooked favourites. Lisa and I both have a longstanding affinity for the hotel and we both agreed that it remains a bastion of quality for our home city and the wider region. It was great to be back.

CICCHETTI BAR

SIGNOR

PROSECCO

**NOW
OPEN**



@SignorProsecco

 signorprosecco@yahoo.com



SLALEY HALL
Northumberland

CHRISTMAS PARTIES & EVENTS

At
Slailey Hall



- Kielder Suite Party Nights from £35.95 • Claret Jug Party Nights from £25.95
- Spa and Party Night Sleepover from £139



For an unforgettable celebration,
be our guest

For details of all our events call **01434 673 350**
or email **slaleyevents@QHotels.co.uk**
or visit **QHotels.co.uk/Christmas**



A JEWEL IN THE NORTHUMBERLAND COAST

By Michael Grahamslaw

Despite being one of my most favourite places, I don't spend nearly enough time on the Northumberland coastline. An oasis of natural beauty, it never fails to refresh the outlook or restore perspective to a world-weary mind.

One of the leading hotels in the area is St Aidan's Hotel in Seahouses. A 9 bedroom boutique property, the hotel is situated bang on the seafront and offers unrivalled, panoramic views of the Farne Islands to the East and sweeping views of the rugged coastline and Lindisfarne to the North.

Being October half term, I cleared the decks and ventured up the coastal route with my son Jack to grow reacquainted with its charms.

Overlooking the beach, this relaxed and homely sandstone hotel is just a two minute walk from the town centre and is the perfect base from which to explore. The hotel is well-positioned for walkers, with miles of sandy beaches, golfers, with a number of links courses nearby and other intrepid explorers, with local idylls such as Holy Island waiting to be discovered.

For those simply looking to unwind, each of the rooms has been recently refurbished and are decorated in a lovely bright and airy style. All rooms have ensuite bathrooms, fluffy towels, complimentary wifi and plush bedding. Whilst other amenities include flat screen TVs, boutique toiletries and tea & coffee making facilities. Each room is even equipped with a set of binoculars which we used to gaze out across the bay and over the marmalade skies.

On arrival, we were greeted by the owner Rob Tait, an old business friend of mine who manages the hotel with his wife Tegan. Rob's enthusiasm for the area is palpable and he's always happy to impart with local knowledge.

"What's the pubs like Rob?" we enquired and he sagely recommended a couple of characterful local hosteleries which proved just the ticket before dinner. In this late holiday season, the village really is a vibrant place awash with holidaymakers, some of whom we chatted to over a pint (or two) of proper local beer.

Thus fortified, we returned to the hotel in fine fettle and took our seats in the warm and welcoming bistro. Many of the tables are sea-facing and diners sit leisurely whilst basking in the afterglow of that day's outdoor pursuits. The menu consists of a number of plentiful and nourishing dishes which is inkeeping with its homely ambience. Provenance is also a top priority here with much of the seafood sourced locally.

Jack kicked off with the pan roasted scallops with black pudding and pancetta jam whilst I opted for fresh crab and avocado with pea shoots and rye toast. Both were polished off with characteristic gusto and washed down with a lovely glass of Sauvignon Blanc.

For mains, Jack chose the roasted rump of lamb with pesto, new potatoes and garlic tomato whilst I continued the nautical theme with the roasted fillet of hake with a chorizo and pepper stew. Both again were exceedingly tasty and really showcased head chef James Ash's real culinary prowess.

After a late stroll in the sea air to work off the wonderful meal, we returned again to the hotel and discovered an 'honesty bar' in operation. Here you help yourself to drinks and square the bill the following day. A great touch.

The sea air had really knocked us out and we enjoyed a blissful night's sleep. The following morning, we breakfasted regally on both the fresh buffet and cooked-to-order items. I enjoyed a sumptuous Northumbrian cooked breakfast (when in Rome etc.) whilst Jack tucked into the smoked salmon with scrambled eggs which provided much ballast for the coastal route home.

With its enviable location, great food and warm hospitality, St Aidan's offers everything you'd want from a seaside retreat. Now heading into the Winter months, there's still an enormous amount to do nearby. I can't emphasise enough how cathartic this visit was for me and how much I love the Northumberland coastline. There really is no place like it.



For more information visit their website www.staidanhotel.co.uk



MACDONALD LINDEN HALL
GOLF & COUNTRY CLUB

Christmas Joy

FESTIVE PARTY NIGHTS

For food-lovers and pleasure seekers.
Three course banquet before the
DJ lines up dance floor fillers all
the way through to Midnight.

Fridays and Saturdays
throughout December 2017

From **£29.95** per person

NEW YEARS EVE GALA BALL

Dance your way into 2018.
Includes arrival champagne and
canapes, four course gala dinner
and music from the Taylor Moon Band.

£95.50 per adult

Book now on **0344 879 9084** or email
specialevents.lindenhall@macdonald-hotels.co.uk

www.MacdonaldHotels.co.uk/LindenHall
Longhorsley near Morpeth, Northumberland, NE65 8XF



MACDONALD
LINDEN HALL
GOLF & COUNTRY CLUB

CATCHING UP WITH BRAVO TWO ZERO



War veteran and critically acclaimed, best selling author, Andy McNab, heads to Tyneside early November for a sold out evening on his promotional tour for his latest offering, 'LINE OF FIRE.'

McNab, born Steven Billy Mitchell, served in the British Army for some twenty years, the bulk of which under the Special Armed Services (SAS) before leaving in the early nineties and putting pen to paper with 'Bravo Two Zero,' his partially fictional account about the SAS patrol in Iraq during the Gulf War two years prior.

"Bravo Two Zero is still the biggest selling war book of all-time and is still used by police and military academies," McNab said of his opening salvo blockbuster.

"It's scary the time that has elapsed since then and nobody really thought of the longevity of it all, just that it would bring some success and that it would get me into writing."


Since that 1993 bestseller, McNab has created the fictional character, Nick Stone, a series of books which have lasted nearly two decades, with 'The Nick Stone Missions' officially arriving with the 'Remote Control' released in early 1998.

They were a gamble that has paid off impressively over the years with McNab adding: "Starting Nick Stone was really a punt as it's a lot easier to write in the first person.

"It has got to the point though where some of

**AN EVENING WITH
ANDY
MCNAB**

**AUTHOR OF THE BESTSELLER BRAVO TWO ZERO
TO LAUNCH NEW BOOK
'LINE OF FIRE'**



**THURSDAY 2ND
NOVEMBER 2017
NINE BAR @
ST JAMES PARK**

VVIP TICKET INCLUDES FOOD AND COPY OF SIGNED 'LINE OF FIRE' BOOK £30
VIP TICKET INCLUDES SIGNED 'LINE OF FIRE' BOOK ONLY £25
ENTRY ONLY TICKET £20

TICKETS AVAILABLE FROM NINE BAR OR FROM
WWW.NEWCASTLELEGENDS.COM OR BY CALLING 0191 2298632

the fan sites even know more about Nick and the books than I do but I would say that the good parts of Nick are based on me.

"The new book, 'Line of Fire,' is a continuation from my last release, 'Cold Blood,' and can be seen as a reveal of what's happening to the three survivors from that.

"There's a few characters (throughout the whole series of books) who've stayed the course but decisions often need making in relation to continuity and people do have to be killed off eventually.

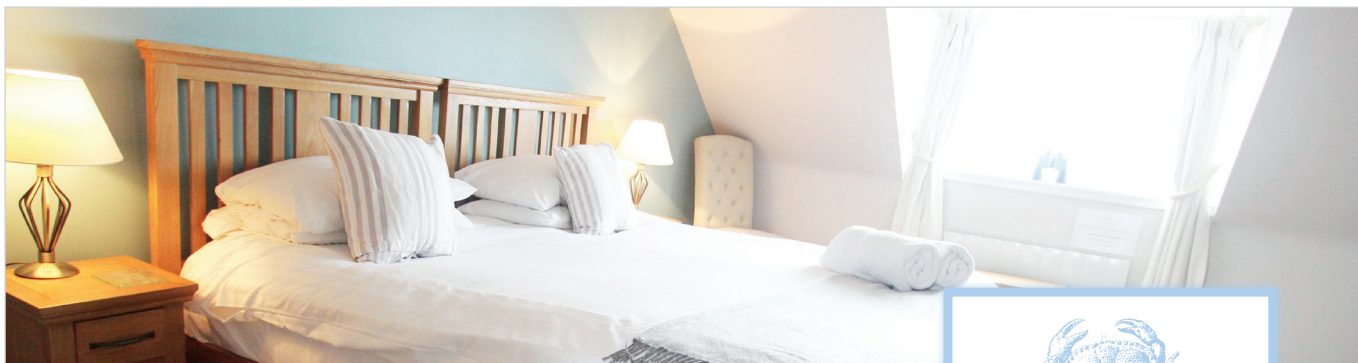
"With 'Line of Fire' it shows that it's all about mates, survival, relationships with each other, and what they'll do for each other."

Now, with regular promotional tours, and around six months writing and research per book - McNab usually sets aside December to May in order to put things together - it's of little wonder they have become so successful with a vast number of bestsellers to go alongside his military honours.

"I've another two books in the pipeline as well as a television series," he added.

"That's great for me and means that there's lots more to come, it affords plenty of choice and opportunity."

You can find out more on Andy McNab and his literary offerings via www.penguin.co.uk/authors/andy-mcnab/1026520/ or follow him on Twitter @The_Real_McNab



WINTER OFFERS



St AIDANS
Bed • Breakfast • Bistro

1. STAY 3 NIGHTS PAY FOR 2.*

2. DINE IN THE BISTRO ON A THURSDAY OR FRIDAY NIGHT AND RECEIVE £15 OFF A BOTTLE OF WINE.**

*During the months of November & December not including Saturdays. Or stay 4 nights for the price of 3 including Saturdays. Any 3 night stay between Sunday and Thursday receives a free bottle of prosecco.

**Get £15 against any bottle of wine as long as 2 people have a minimum of 2 courses (1 of which must be a main) each during the months of November and December.

You must mention this offer at the time of booking to be valid.
Offers not valid over Christmas and New Year period.
See website for full terms and conditions.

T: 01665 - 720355 E: info@staidanhotel.co.uk

St Aidan Hotel, 1 St Aidans, Seahouses,
Alnwick, Northumberland, NE68 7SR



ADD SOME SPARKLE TO YOUR
CHRISTMAS CELEBRATIONS

AT



JESMOND DENE HOUSE

NEWCASTLE – UPON – TYNE

We have Champagne cocktails, sparkling decorations,
log fires, mince pies, the scent of pine needles,
delicious food and gorgeous bedrooms for a cosy stay.

Visit our website for all festive details:
www.jesmonddenehouse.co.uk

Jesmond Dene Road | Newcastle upon Tyne | NE2 2EY
T: 0191 2123000





THE ALTERNATIVE BUSINESS AWARDS

An awards night giving regional business a chance to show their fun side has raised thousands of pounds for charity. The Alternative Business Awards took place at St. James' Park recently and raised over £16,000 for The Percy Hedley Foundation to support their work with disabled children and adults in the region.

The main award on the night, The Alternative Business Person of the Year, went to Barbara Gubbins, Chief Executive of The County Durham Community Foundation.

Other award winners included journalist Brian Nicholls, Beamish Museum Director Richard Evans and broadcasters BBC Newcastle and ITV Tyne Tees.

The event, which was hosted by the breakfast radio team Alfie Joey and Anna Foster, follows a different theme each year and this time it was in keeping with the hosts Newcastle United's 125th anniversary.

Dubbed 'The 1892 Alternative Business Awards' organisers picked a host of historically-inspired categories including The Joseph Swan Award for the person who keeps coming up with those lightbulb moments and The George Stephenson Award for someone who makes a lot of noise about the region.

Entertainment on the night came from comedy acts The Suggestibles and Fin Healy, son of the late Brendan Healy who was a great supporter of the event.





ESHOTT HALL

A BOUTIQUE COUNTRY HOUSE EXCLUSIVELY YOURS

Located in the heart of beautiful Northumberland within a manicured private estate.



Eshott Hall is one of Northumberland's most beautiful 17th century country houses, set in idyllic surroundings with rolling lawns and ancient woodland. Fully licensed for Civil ceremonies and partnerships, this delightful hotel is also available **exclusively** for your wedding.

Discover award-winning cuisine, luxurious accommodation and the highest standards of service at Eshott Hall Country House Hotel.

Weekend and midweek 2018 and 2019 wedding packages available now.

Forthcoming wedding open days, events and exclusive offers at www.eshotthall.co.uk

Front L-R – Alex Bradley, Director, Neil Addyman, Director, Nick Bradley, Director.
Back L-R – Judith Addyman, Roy Addyman



THE NEXT GENERATION OF RDA

When Restaurant Design Associates was founded by Roy and Judith Addyman in 2007, the North East based design and installation company employed just three staff – people the Addymans knew from previous ventures

Just a year later, the founders' three children, Nick Bradley, Alex Bradley and Neil Addyman, joined the team and gained a good grounding in all areas of the business before falling into each of the three core departments; design, commercial and operations. Last year, all three stepped up to become directors of the firm and RDA is now recognised as one of the leading design and installation companies in the UK.

Nick detailed the company's evolution: "We've always had a strong family ethos at the core of the business and, although we're stronger in numbers now, we like to think this remains the same today. Since RDA's formation, we've received in the region of 1,700 enquiries, and have completed over 350 project installations."

The company's headcount is now 23 which includes nine designers, three quantity surveyors and four project managers. Nick commented: "I've quickly learned that (after the customer of course!) the staff are the most important element of a business. We think of them as an extension to the family and genuinely recognise our achievements as being a result of a collective contribution from everyone at RDA."

He reported: "To mark the company's 10-year milestone this year, we closed the office for the afternoon and enjoyed a slap-up lunch with all the staff at Jesmond Dene House in Newcastle. Naturally, one or two celebratory drinks followed!"

RDA launched an ambitious 5-year growth plan 18 months ago based on increased turnover, which Nick reports is so far on target: "Our strategy involves an increase in our target markets. While historically the work has generally come to us, we now feel we have a strong and wide-ranging portfolio to enable us to actively sell into markets we previously haven't operated in."

Nick said: "Over the years, we've developed associations with most of the well-known contract caterers and, as such, remain strong in all the typical markets they operate in, such as healthcare, education and B&I.

"Most recently, we have been looking at a handful of opportunities within hospitality, defence, sport and leisure, all of which are key target markets for us presently.

"We are also making inroads on the high street working directly for private clients. Furthermore, we are taking on an increased number of design

projects internationally."

One of these internationally-inspired projects was for the first site of the LA-based The Counter burger chain in the UK, in Glasgow. Other recent projects the company has been involved in include staff dining for a law firm in Canary Wharf, which recently received industry recognition after it was shortlisted in the Restaurant and Bar Design Awards 2017.

Nick believes that the main market challenges for the firm include an increased expectation from diners. "Nowadays, everyone is used to eating out, be it casual or fine dining, in restaurants and bars where the service, food and interior design is of a high standard. As designers, this is something we relish, as it allows us to stretch our creative limits even further."

Nick concluded: "We're well aware of the dangers of growing a business too quickly. It's all about getting the balance right. Over the next few years, we're confident you will continue to see RDA performing strongly in our core markets. I expect the contract-catering sectors will remain our largest, but look forward to opening more high-street restaurants and bars along the way."

The Caledonian Wedding



SPECIAL WEDDING PACKAGE

Say "I Do"
for £1999.00

AT THE CALEDONIAN HOTEL

Inclusive package only £1999.00

Includes, Ceremony room, a glass of bucks fizz arrival drink, red carpet,
3 course wedding breakfast for 40 people
A glass of prosecco for the toast
Evening hot baps buffet for 70 poeple
Dj 7pm-11pm
Table plan & menu cards
Chair covers and Ivory sash. (40 ceremony only)

The Caledonian Hotel, Jesmond, Newcastle upon Tyne NE2 2AT
Tel: 0191 281 7881 email; events@caledonian-hotel-newcastle.com



VIP EVENT MARKS THE OPENING OF JENNINGS MOTOR GROUP'S NEW KIA AND MAZDA DEALERSHIP IN SUNDERLAND

Jennings Motor Group officially opened its new Kia and Mazda dealership in Sunderland with a VIP event.



Dr Nas Khan OBE, Managing Director of Jennings Motor Group, Simon Hetherington, Commercial Director at Kia Motors (UK) Ltd, and Brett Hague, Head of Network Strategy at Mazda UK, carried out the official ribbon cutting ceremony, and guests enjoyed a relaxed evening of entertainment, refreshments and a grand finale firework display.

Located adjacent to Sunderland Football Club's Stadium of Light on Stadium Way in Sunderland, the new dealership provides the full range of new Kia and Mazda models, in addition to quality approved used cars, and a range of aftersales facilities, including service, MOT and parts.





JESMOND DENE HOUSE

NEWCASTLE - UPON - TYNE

NEW DISHES for NEW MENUS

We've changed our dining options and introduced a new fixed-price Residents menu and created a new A la Carte menu at Jesmond Dene House. Full of gorgeous flavours, lovely local ingredients and some exciting new dishes created by our Executive Head Chef Michael Penaluna and his team.

Available:

Monday – Saturday: Noon – 9.30pm
Sunday: 5pm – 9.30pm

Residents Menu:

2 Course £20 • 3 Course £25

And of course we still serve our gorgeous Sunday lunch with roasts and all the trimmings between Noon and 5pm.



Jesmond Dene House
Jesmond Dene Road Newcastle upon Tyne NE2 2EY
0191 212 3000
www.jesmonddenehouse.co.uk

CHRISTMAS BROCHURE
AVAILABLE NOW!



TWELVE DEALS FOR CHRISTMAS

**RELAXING
SPA DAY
ONLY £75**

With lunch and Champagne.
Valid Monday – Thursday
(usually £99)

**MORNING
SPA ESCAPE
ONLY £55**

With lunch.
Valid Monday to Friday.
(usually £64)

**8 VISIT
LEISURE
PASS ONLY
£90**

Normally only available for
members to purchase.

**1 NIGHT
B&B FOR
TWO
ONLY £99**

With bottle of house wine
Valid Sunday-Thursday
(usually £120)

**DELUXE
STAY FOR
TWO £120**

Prosecco, chocolates,
bathrobes, slippers usually
£150, Valid Sun-Thurs,
(usually £150)

**1 NIGHT
B&B FOR 2
ONLY £149**

With bottle of house wine
Valid Friday & Saturday
(usually £220)

**18 HOLES
OF GOLF
FOR 2
ONLY £30**

With soup and roll,
(usually £40)

**PLAY
THE PAR 3
COURSE &
RANGE £15**

Plus 2 buckets of balls
at the driving range
(usually £22.00)

**CLASSIC
AFTERNOON
TEA FOR
TWO £25**

(Usually £37.00)
Valid Monday-Friday.

**PROSECCO
AFTERNOON
TEA FOR 2
£39.00**

(Usually £51.90)
Valid Mon – Fri

**2 COURSES
& CARAFE OF
HOUSE WINE
FOR 2 £35**

In the Conservatory
(Usually £55.00)

**DINNER
FOR TWO
£55**

(Usually £72)
£72 allowance, must be
used for food,
Valid Sun – Fri.

PERFECT VOUCHER GIFTS FOR CHRISTMAS

BUY ON-LINE AT WWW.MATFENHALL.COM

Matfen Hall, Matfen Village, Newcastle upon Tyne, NE20 ORH. Tel: 01661 886 500

Purchase before 24th December for redemption from 2nd January 2018 - 31st March 2018, excludes Mothers Day and Valentines. Visit www.matfenhall.com for full information on each very special deal!





IN PURSUIT OF STEAK HEAVEN

By Michael Grahamslaw

Local restaurant doyen Terry Laybourne recently unveiled his latest venture Porterhouse Butcher & Grill.

The steak bar continues his longstanding association with the Fenwick department store and offers visitors the chance to purchase meat from the butcher's counter to take home or have it cooked for them on site.

The venue slots nicely into the hustle and bustle of the food hall. Its chic bar stools and open kitchen make it a stylish spot for weary shoppers deserving a break. A prime city centre location also lends itself nicely to a business lunch, so I rocked up with another confirmed carnivore to learn more.

Porterhouse is really all about the quality of the product and the team's attention to detail. Much like the neighbouring Saltwater Fish Company, visitors can tap into the energy of the kitchen and dine openly at the counter. The restaurant boasts a charcoal-fired Josper grill on which diners can watch their chosen cuts being prepared. Terry's fleet of highly-capable chefs are all immensely passionate and are happy to provide little nuggets of wisdom on how to best cook and prepare quality beast. This ensures for a fun, social experience which is very engaging for any aspiring masterchefs.

Whilst all this sounded marvellous, we thought we thought we'd best leave the cooking to the pros. Thankfully, Porterhouse also has a swanky 30-cover dining area resplendent with rich cream leather seating

and marbled table tops. Tables are nicely spaced out for cosy dining and are also set with jumbo steak knives which provoked a few shoddy Paul Hogan impressions – "Now that's what I call a blade!"

In addition to the premium meat offering, Porterhouse also serve a selection of starters and small plates certain to awaken the palate. Seafood is extremely well-sourced here and my colleague chose the Lauder smoked salmon; two wisps of fresh fish served with a lemon wedge and a hunk of wholemeal soda bread.

Porterhouse really champions good, honest food which you can really get your teeth into. I chose the crunchy-fried chicken wings with hot sauce – a finger-licking vice of mine which has been tantalising tastebuds and ruining shirts for as long as I can remember. Go on my son.

During a suitable digestive interlude, we ordered a couple of bold, full-bodied reds and readied ourselves for the main event. The wine offering here has been well thought through with some great house options available whilst a more-pricey bottle from the "Big Guns" range can elevate an already excellent meal into the stratosphere.

One of the major suppliers of beef is Peter Hannan's Glenarm Estate which is dry-aged in a 'Himalayan salt chamber' for up to 45

days. This instils a unique tenderness which was especially evident from my colleagues first slice into his 400g club steak.

I chose the equally-impressive 200g fillet which had been cooked to a smoky, slightly charred perfection on the Josper. Inside, the meat was the perfect pink and possessed an eye-opening depth of flavour. Presentation here is removed of any unnecessary fuss which allows the strong and simple flavours to assume centre stage. I paired mine with a peppercorn sauce and French fries whilst my colleague opted for a side of buttery winter greens. Delicious.

Porterhouse also do a choice of "Big Cuts" which are available for 2 or more people. Diners can share prime ribs, chateaubriand or the eponymous Porterhouse cut or even build their own mixed grill. In fact, Porterhouse employ a "We cook what we sell approach" which means the menu will constantly be evolving in the weeks and months ahead.

Anyone with a penchant for steak should check this place out. It seems Terry Laybourne has done it again and this is another venue befitting his 21 Hospitality Group. On leaving, my business colleague even procured himself a "little something for later" from the butcher's counter. I can't say I blame him. There's a Josper going on my Christmas list!

Porterhouse Butcher & Grill is open 7 days a week in Fenwick Food Hall. For more information visit their website porterhousencl.co.uk or to make a reservation, call (0191) 239 6612





THE LAUNDRETTE SPINS INTO NEWCASTLE

Newcastle's newest bar and restaurant 'The Laundrette' opened its doors on Westgate Road for a recent VIP evening, before officially launching to the public on Monday 2nd October 2017.

Guests had the chance to check out the new-look city centre hotspot and tuck into its carb-o-licious dishes and signature cocktails to the sounds of a saxophone player and resident DJ.

Believing that eating is treating, the Manchester favourite has brought its popular cocktails and carbs menus to the North East - perfectly paired with a laid-back soundtrack and an up-beat atmosphere.

The Laundrette is open seven days a week from 10am to 12am.



Eat, Drink and be Merry



Sachins Christmas Cracker

to start christmas cocktail and cracker

then poppadoms and pickles

choose one of the following

channa goshat tikka^{w,g,d,e} | amritsari fish | raajma tikka^{w,g,e} | achari murgh^d

choice of one of the mains

kashmiri goshat | fish dakhshini^d | murgh lakhani^{d,n} | black eyed beans | raajma
accompanied by rice or nan bread

£25 per person

available for parties of 8 or more. £10 non refundable
deposit required. starts 1st december - 24th december.

w=wheat | g=gluten | d=dairy | e=eggs | n=nuts

most of our dishes contain nuts, please notify your order taker of any allergies we should be aware of.

forth banks, newcastle upon tyne, ne1 3sg

t 0191 261 9035 or 0191 232 4660 e info@sachins.co.uk www.sachins.co.uk

opening times:

monday – saturday lunchtime: 12:00 – 14:00 evening: 18:00 – 23:15

BRIDGING THE GAP BETWEEN NEWCASTLE'S DAYTIME AND NIGHT-TIME ECONOMIES

NE1 Limited, Newcastle's Business Improvement District, can't help but celebrate the success of Alive after Five, its award winning initiative which has transformed Newcastle City centre and has been worth an estimated £839 million since it was launched.

Stephen Patterson, Director of Communications at Newcastle NE1, discusses the scheme and the impact it has had on local businesses:

"The idea came about during our first year of operation back in 2009. We were discussing both the challenges and opportunities with key sectors of the city's business community and it quickly became evident that the retail sector was facing stiff competition from the internet and out of town shopping centres. In addition, many retailers were reporting strong trading figures for late opening on Thursday, which they thought could be replicated across the week.

"So working closely with the city council, retailers, licensees and cultural venues, NE1 formulated the plan for Alive after Five as Newcastle's response to the huge shift in consumer behaviour and expectations. We quickly identified that an innovative approach was required. The city needed to play to its strengths and include the city's excellent cultural and leisure sectors to provide a compelling offer that is greater than the sum of its parts.

"Following extensive consumer input, retail opening hours were extended until 8pm throughout the year supported by free car parking after 5pm in the seven council owned multi-storey car parks across the city. We also devised an annual programme of



high quality events combined with a heavy weight marketing campaign to ensure people were made aware of it.

"We were initially shocked at the positive results of the campaign, as it was the first time that the city provided a collective response to the increased competition from out of town shopping centres and internet shopping.

"The primary benefits of Alive after Five are focused on the consumer. It is about delivering far greater convenience so that customers can now shop when they want. It provides better value as visitors can park for free, and beyond this, the city is now a more welcoming and vibrant experience.

"Whilst retail has benefitted significantly from the scheme, the 13.7m additional visitors after 5pm has had a transformational impact on the city's restaurant scene, with over 75 new restaurants opening in the last 6 years alone.

"Newcastle Restaurant Week started with 13 restaurants six years ago, and now has 108 involved. We have the highest growth rate of independent restaurants, meaning more restaurants per capita, than any other city outside London.

"Although the scheme has been a huge success, we never underestimate the challenges facing the city, there is still so much to be done; Newcastle needs better regional, national and international transport links, and there will always be the need to focus on continuously improving the customer experience so that the city remains relevant and attractive to customers.

"Alive after Five is still unrivalled anywhere else in the UK and helped NE1 secure an award for the 'Best BID In Europe' at the 2016 EU BID Congress in Germany. The future of our city is a bright one, even when it starts to get dark!"



WEEK 2 WEEK

APARTMENTS

Your hotel alternative



PRIME
LOCATIONS



FULLY
EQUIPPED



SEPARATE
LIVING AREAS



QUALITY
ACCREDITED

CONTACT US FOR AVAILABILITY

0191 281 3129 | info@week2week.co.uk | www.week2week.co.uk



Week2Week Serviced Apartments



W2Week



[week.2.week](https://www.instagram.com/week.2.week)

Traditional Christmas Parties £25.00

Live Entertainment Parties £35.00

Christmas Day Lunch £59.00

Per Person

New Years Eve Party

£75.00 per person

The Caledonian Hotel
Jesmond
Newcastle upon Tyne
NE2 2AT

**LOST
IN
WONDERLAND**

*Christmas at the Caledonian
2017*

Contact Events Tel: 0191 281 7881

events@caledonian-hotel-newcastle.com

HOW TO FLATTEN YOUR ABS... FOREVER

By Duncan Edwards, BSc Hons Sports Science, HLC 2, CP2, CMTA

Most people who attend a gym aspire to have a flatter tummy or want the elusive 'Six-Pack'. However, most people struggle to burn the unwanted fat around their middle and create clearly defined abdominals. This is the second of a five-part series of top tips to help you flatten your abs...forever



Each month, Bodyguards Health & Fitness will be providing you with two more top tips that will help you to achieve a more aesthetically pleasing midriff and develop a functionally strong core. The underling ethos here is 'balance' and sustainability. By taking a 'whole' approach and learning how to balance your diet, your exercise and your lifestyle you can develop robust health and maintain it - keeping you looking good on the outside and feeling great on the inside.

Last Month we discussed an overview of the importance of exercise and diet to health, fat loss and a better-looking body. This time we take a closer look at two important factors within those topics; good posture and a healthy digestive system. Both are vital if you are to flatten your tummy for good

QUALITY BEFORE QUANTITY

3. POSTURE

One of the main reasons a lot of people lose the ability to see their abs is a result of poor posture. For most people nowadays, poor spinal alignment is often a result of sitting for prolonged periods every day at work or as a result of a sedentary lifestyle but it can also be a result of a poorly balanced exercise programme (and even emotional imbalance). Over time, sitting for the majority of your day tends to cause forms of postural imbalances known as 'flat back' and 'kyphosis' postures. Together these structural imbalances, defined by reduced lumbar curvature, a rounded, hunched upper back and forward head posture, not only greatly increase spinal wear & tear (often leading to back pain and sciatica) but also cause the skin and subcutaneous fat around the tummy to become 'scrunched up' generally seen as 'rolls of fat' around the middle. Another common cause of these specific postural problems is from over-training or over-strengthening the rectus abdominal muscles when in the gym without equally training the antagonist muscles (of the back) which results in the often-seen forward bend/folds of fat and skin described earlier. This is generally the result of doing too many crunches without paying sufficient attention to the muscles of the lower and upper back which tend to extend the spine and pull your spine back into a more upright,

tall, slim posture. This is one of the most common mistakes people make in the gym nowadays especially if they spend all day sitting, shortening and tightening the muscles at the front of the body whilst reciprocally stretching and essentially weakening the muscles of the back. If your posture is already rounded then crunches are probably the last thing you should be doing. That's right – simply improving your postural alignment can vastly improve how aesthetically lean you appear and help to reveal the six pack muscles you've been working on so hard in the gym to be able to see. Sometimes less is more! Stretch the tight muscles and strengthen the weak!

4. DIGESTION

In order to look healthy & fit on the outside, you need to be healthy & fit on the inside.

Another common misconception people tend to have with regards to their approach toward health & fitness is to focus purely on calories in and calories out. Indeed, diet and exercise are significantly important factors when it comes to flattening your tummy but all too often the emphasis is placed too much upon quantity and not quality. The holistic approach acknowledges that the human body is a system of systems, all of which inter-relate and communicate with each other and therefore all require attention in order to improve overall health and ultimately aesthetics.

Digestive health is often overlooked in terms of its affect upon the musculo-skeletal system and overall well-being, reflecting a very superficial view of what health & fitness actually is to most people. We all know, you are what you eat, but in reality you are what you absorb. A poorly functioning digestive system will mean you will struggle to absorb nutrients and with it comes inflammation. Inflammation is one of the hottest topics in the health & fitness world today. In order to absorb lots of nutrients to replenish and strengthen your muscles (so you can boost your metabolism and burn more fat) you need to have a healthy digestive system and thus keep inflammation to a minimum. If your digestive system is damaged (by poor quality, processed food-like products for example), your gut will become inflamed and bloated meaning bye bye abs and hello belly.

Over an extended period of time, damage to the microvilli of the gut wall can lead to what is known as a 'leaky gut' which means foods (and more worryingly pathogens such as bacteria or parasites) can pass into your blood stream undigested (not broken down) causing your immune system activity to increase leading to systemic inflammation and potentially more sinister problems such as autoimmune diseases further down the line.

Additionally, you'll have a hard time actually absorbing any form of nutrients and likely become intolerant to the most benign of foods. If this is still not enough to encourage you to pay more attention to the health of your digestive system, consider that an inflamed gut often causes the deeper, most important core muscles to become inhibited, essentially switching them off, making it very difficult to flatten the abdomen and likely resulting in some form of spinal injury.

The most common causes of leaky gut syndrome and inflammation are:

- Processed foods e.g. sugar, non-whole grains, low quality meats, food additives (like sweeteners)
- Grain based alcohol (especially beer)
- Gluten e.g. gliadin (wheat)
- Any form of stress (physical, mental/emotional and/or even spiritual)
- Anti-biotics and Non-Steroidal Anti-Inflammatory Drugs

Improve your digestion by removing the common causes of leaky gut and by including pro-biotics, eating pre-biotics (i.e fermented foods such as sauerkraut and kefir) and by including good omega-3 rich fats such as chia or flax seeds, avocados, eggs, fish, butter and coconut etc. Heal your gut and reduce inflammation by eating anti-inflammatory foods such as turmeric, mushrooms, green tea, cocoa and berries.

Next month, we'll be discussing the importance of quality core conditioning and stress management in order to 'flatten your abs...forever'

For more information about Personal Training, Nutrition or advice on how to implement these top tips into your lifestyle, please contact:
Bodyguards Health & Fitness 0191 2399000 info@bodyguardsapt.com www.bodyguardsapt.com

Is your vacant property secure?

If not, it could end up costing you £000's...

We can help protect your property in 3 ways

Property Guardians

Camelot place carefully vetted Guardians in temporary residence at your vacant properties. As a result, the property is secured from criminal damage using a method which is cost neutral to you. Maintenance matters on site are dealt with rapidly and empty property insurance costs are negated as the property is no longer vacant. With the whole process managed by Camelot, you will have more time to focus on your business needs without worry.

Security Services

Camelot offers an extensive range of physical and electronic security solutions and associated services to help protect your property from vandalism, trespassing and other breaches. These risk prevention services include: CCTV Systems, Void Alarms, Manned Guarding, plus our Wireless Watchtower with 360 degree infrared sensors.

Property Management

We can create tailor-made property management packages. Camelot deliver bespoke property and facilities management services to clients across the public and private sectors. All services identify and resolve maintenance issues and include: Utility Management, Fire Safety Assessments and full Maintenance Services.

To get a free assessment of your vacant property solutions from Camelot, speak to Chris

Call: +44 (0)7825 535 856

Email: c.finney@cameloteurope.com

#

IMPROVE YOUR GOLF WITH A NEURAL DRIVER!



Amazing 12 (Building Better Bodies) Programme leader, Phil Earley, explains how his finely tuned and tailored fitness programmes help unlock great improvements in sports activities.

Anyone who participates in the sport of golf knows it can often prove to be mentally and physically frustrating. How often have you cried out 'give me strength!?' We shall offer a solution below!

As the great old-time golf champion Tommy Armour, 'aka' The Silver Scot so succinctly put it: *"Golf is an awkward set of bodily contortions designed to produce a graceful result."*

As a Sports Performance and Movement Specialist I love that quote, as it should send out the message that golf is far from 'the lazy man's sport' it is often perceived to be. It requires mobility, balance and force production to name a few... but to be effective they must be co-ordinated together.

This leads to the question, what do we mean by 'neural drive?' Most simply put, it is the method by which the brain connects to our muscles.

Just as a Formula One car has the ability to produce incredible acceleration, stability and extreme deceleration without its 'driver', it cannot perform

to its potential. Similarly, someone can have great power, strength, mobility and so forth, but without the ability to channel these into co-ordinated movements that match their aims, they can never perform optimally.

We have developed a unique training programme for golfers that will dramatically improve their ability to move well throughout their swing, increase grip strength and power output, whilst maintaining stability and absorb extreme deceleration (essential to injury prevention) but more importantly, how to connect it all together to drive control and performance.

So, what is unique about it? We combine a multi-faceted approach of:

Movement Screening - we use the Functional Movement Screen as used by many professional sports bodies throughout the world;

Movement Patterning - we use a system known originally as Primal Move, now Ground Force, which is a scientifically based corrective movement

system which I studied at an advanced level under its creator in Hungary in 2012;

Russian Performance Kettlebell Training (not to be confused with the ten-a-penny gym 'kettlebell classes') - I have certified internationally under four world-leading organisations over the last decade, including in the US and Italy;

Our unique and aptly titled 'Give Me Strength' Training Protocols which we believe deliver unmatched gains in strength in several key areas for sporting performance in the timeframe.

This is what we call our Neural Driver Programme.

We will give you the ability to move better, faster and stronger (in that order) whilst reducing the risk of injury - shoulders, hips, back and elbows being common problems for golfers.

We believe it will rapidly become your favourite 'driver'.

If you want to be the top of your game, then we can help you reach your goal.

ON THE TEE BOX

At Ponteland Golf Club

LOCATION

Ponteland Golf Club is located in the village of Ponteland approximately 10 miles north of Newcastle upon Tyne. Established in 1927, this picturesque parkland course offers easy walking as well as a fair and memorable challenge to players of all abilities.

Ponteland has built quite a reputation for the quality of the course. It is kept in magnificent condition by our green staff and the greens are renowned for both their slickness and trueness. Visitors of Ponteland Golf Club are assured of a friendly welcome and a pleasant experience.

Ponteland was one of the first Clubs in Northumberland to be awarded the GolfMark award. With juniors being the future of the sport we demonstrate a clear commitment to the development of Juniors and Junior golfers.

Be sure that staff at Ponteland will guarantee the warmest of welcomes to members and guests alike.

The club has 8 Buggies that are available for rent and can be done so via the Professional's Shop in the clubhouse.

LENGTH OF COURSE

White tees 6627 yds, Yellow 6287 yds, Red 5900 yds

TOUGHEST HOLE

16th challenging drive and a lengthy second shot means a four here certainly feels better than a par.

SIGNATURE HOLES

7th and 17th both recently remodelled by Frank Pont with bunkers protecting the greens.

PRICES

Winter Green prices Nov 1st - March 31st £30
Membership May 2018 to end April 2019.

Offering a number of membership packages to cover all lifestyles and golfing needs.

CHRISTMAS PACKAGE

Join December 2017 Full playing £850 through to May 2019.

Contact : Ponteland Golf Club, 53 Bell Villas, Ponteland, Newcastle upon Tyne, NE20 9BD

Tel : 01661 822689

www.thepontelandgolfclub.co.uk

EXCLUSIVE

BUSINESS LUNCH CLUB

Brought to you by:

EXCLUSIVE
BUSINESS



NORTHERN
INSIGHT
MAGAZINE



Inspiring conversation over a fine lunch

Booking now for Monday 27th November



Venue - The Crowne Plaza, Stephenson Quarter, Newcastle upon Tyne

Date - Monday 27th November, 12 noon **Price** - £35pp to include a two-course lunch and coffee



Thank you to
our sponsor



BREWIN
DOLPHIN

Speaker - Simon August, 2XS Films, creative film and photography for world class brands in extreme locations around the world.

Cameras, drones, computers, helicopter, boat and Landrovers – it sounds like a Bond movie – for Simon August it's his passion, high energy filming in outstanding locations.

Simon August is an award winning cameraman and digital cinematographer. He produces world class film, TV documentary, commercials and beautiful promotional material for some amazing clients all around the world.

"In order to excel you must love what you do and for me this is definitely the case. While filming "Taming the bear" for Berghaus in Alaska, waking up on summit day on this first attempt of a split-board ascent and descent, I revelled in the responsibility of capturing the story as it unfolded in this beautiful remote wilderness and showcasing it to a wider audience in the finished film"

Limited places available - contact Linda Hitman to reserve your space, Linda@exclusivebusiness.net

Diary Date: Monday 29th January - Speaker Paul Lancaster of Plandigital UK

#THISISMINE - Winner of 2016/2017 award for Collaborator of the Year

www.exclusivebusiness.net

www.northern-insight.co.uk

INSPIRING CONVERSATION OVER A FINE LUNCH



BOOK YOUR FREE CONSULTATION

The Cosmetic Dental Clinic are very excited to launch our new **skin clinic** lead by the highly experienced Dr Eleanor Reid BDS.

Dr Reid has completed her training with the biggest names in facial aesthetics across the country. She also has experience working in the Maxillofacial hospital sector. Her breadth of experience managing over 300 cases has allowed her to understand both men and women's treatment goals and how to help them achieve their designer outcomes.

We are proud to welcome Dr Reid to our practice providing skin rejuvenation treatments.

Our skin clinic will be launching Wednesday 30th August.
Book now via telephone or email to secure your free consultation.



OUR TREATMENTS:

Anti-wrinkle injections
from £140

Dermal fillers
from £250

Cheek fillers
from £295

Lip fillers
from £180



Advance services
Hyperhydrosis arm pit injections for prevention of sweating
from £350

Jawline slimming injections
from £195

Turkey neck injections
from £295

Revitalash eyelash growth serum
from £60

0191 260 3688

info@thecosmeticdentalclinic.com

2 Old Eldon Square,
Newcastle-upon-Tyne, NE1 7JG