

In Brief

Support for Smith & Nephew through film

MARKETING: Two of the region's marketing agencies have combined to drive Smith & Nephew Extruded Films into new markets.

Indicoll and Jenko have completed an integrated campaign for the firm, designed to support the company's continued growth and expansion into new international markets.

The new technically advanced website features responsive design, so that it can be effectively viewed on any device, and a bespoke online tool to support Smith & Nephew's global sales force in the field.

John Telford, new business manager at Smith & Nephew, said: "We chose local companies over some of the UK's biggest agencies and it has paid off."

"We're really happy with everything both Indicoll and Jenko have produced."

"The exhibition, print and web work have all been first class, and are a testament to the quality, creative talent and technical expertise available in the Humber region."

Bank boosts its lending

FINANCE: HSBC has insisted it is "fully committed to helping the UK economy recover", despite its failure to sign up to the Bank Of England's Funding for Lending Scheme (FLS).

The bank said it had boosted lending to mortgage borrowers and businesses by 11 per cent so far this year, to £38.3bn, while it increased its share of the mortgage approvals market to 14.5 per cent, up from 11.6 per cent last year.

But despite its pledge to help the economy, HSBC is the only one of the UK's "big six" lenders not to have signed up to the FLS, which offers cheap funding to banks and building societies on the condition they increase lending.

It has already pledged to lend at least £17bn to mortgage borrowers in its current financial year, including £4bn to first-time buyers and more than £12bn to small and medium sized businesses.

Antonio Simoes, head of HSBC in the UK, said: "This year, we have lent a significant amount to both our business and individual customers and our market share has continued to grow in a challenging environment."

Loans help young people kick-start their enterprises

E YORKS: Government start-up fund launched tomorrow

InShort

Local enterprise agency the Acorn Fund has been selected to run the Government's StartUp Loans initiative in the region.

by Ellie Newton-Syms

enewtonsyms@mailnewsmedia.co.uk

YOUNG entrepreneurs with innovative business ideas can begin shaping their future with a new start-up loan set to be launched tomorrow.

The Acorn Fund, part of the Government's StartUp Loan initiative, will offer finance and support to young entrepreneurs aged 18 to 24.

It is the latest idea to kick-start more businesses and tackle youth unemployment.

Peter Sykes, who manages the Acorn Fund and is responsible for administering the Government's Start-Up Loans programme in the Humber region, said: "With more and more young people finding it difficult to find any job, never mind the right one, this represents a fantastic opportunity to translate an idea into a commercial enterprise, particularly now a specific fund has been created to help support set up costs together with free mentoring."

Loans will typically be about £2,500, with flexible repayment terms to suit individual circumstances.

The Acorn Fund follows the success of the John Cracknell Youth Enterprise Bank, which offers practical support and grants of up to £1,000 for 13 to 21-year-olds who need finance to set up or develop their businesses.

This loan has enabled youngsters across the region to start-up their own business and it is hoped the new Acorn



CORE SKILLS: A youngster gets tips from Jonny Cowing, left, and Luke Hills.

Fund will have the same effect.

Luke Hills, 18, and Jonny Cowing, 16, have shared their passion for cricket through their new business – the Core Cricket Academy. Their business idea, which provides high-quality cricket coaching for school-age children, was helped along with a loan from

the Youth Enterprise Bank.

Luke said: "We came up with the idea for Core Cricket Academy because parents kept asking if any coaches could provide extra coaching sessions they could pay for."

"We were confident that offering one-to-one coaching with video analysis and fun days for the younger juniors

would provide an attractive mix of options for parents to choose from.

"It would also appeal to local clubs, as they would have more juniors joining them."

The John Cracknell Youth Enterprise Bank provided £800 for the business, which meant Luke and Jonny could buy the equipment they needed as well as some branded clothing for them and their coaches to wear.

Luke has plenty of ideas about where to take the business next.

He said: "Our first season proved there's a demand for our services."

"We've already agreed to provide our services to six other clubs and two more are interested."

"We intend to increase the age range we cover, too, and are already talking to primary schools about the under-nines, and to secondary schools and colleges for pupils aged 14 and over."

Apprentice star on bus to give guidance

THE launch of the new Acorn Fund will coincide with the arrival of the StartUp Britain Enterprise bus, which arrives in Hull city centre tomorrow.

The bus is set to inspire and support young people who are interested in starting their own business and will be accompanied by Claire Young, star of BBC's The Apprentice and patron of the Hull Youth Enterprise Partnership.

Claire will share tips and guidance to help young people get into business.

The bus tour, which is travelling the length of the UK, aims to give students the opportunity to network with and learn from business advisers and successful entrepreneurs.

The event will focus on employment, education and enterprise, which will give young people a chance to experience, educate and gain inspiration for their prospects in future employment and starting their own business.

The bus will be at Queen Victoria Square at 2pm.

Jobs growth in the North

EMPLOYMENT: The number of permanent placements in the North of England has increased for the second successive month in October.

The rate of expansion was sharp and the fastest in 23 months.

The recruitment and employment confederation's CEO Kevin Green said:

"This is exciting news from the labour market. The positive performance we've seen from the UK jobs market over the past year is accelerating, with increases in the number of people placed into temporary and permanent work across the north of England last month."

"We've now seen rises in the number of workers placed into temporary jobs for three months in a row."

"This is a sure sign bosses in this part of the country understand the business case for using a flexible workforce to handle fluctuating demand and costs effectively."

Presenting effectively

EVENT: Businesspeople can learn to increase their personal effectiveness and deliver better presentations.

The Chartered Institute Of Marketing is holding a seminar later this month, where business coach and leadership expert Jane Hafren will share her knowledge.

Jane works with entrepreneurs and business leaders to help them increase their personal effectiveness.

At the seminar she will share her tips for delivering persuasive presentations that hold the audience's attention, and reveal the common mistakes most presenters make and how to avoid them.

She said: "Whether you're giving a formal presentation to a large group or a presenting a sales proposal to just one person, you need to engage and connect with your audience, keep them interested and energised, and make your points in a way they understand."

The event will take place on Wednesday at the University Of Hull Business School.

To book, visit www.cim.co.uk/events or call 01628 427340.

Useful Contacts

Editorial



CATHERINE LEA
Business Editor
TELEPHONE
01482 315360

E-MAIL
c.lea@mailnewsmedia.co.uk



ELLIE NEWTON-SYMS
Business Reporter
TELEPHONE
01482 315244

E-MAIL
enewtonsyms@mailnewsmedia.co.uk

Advertising



HELEN LARKIN
Business Sales Adviser
TELEPHONE
01482 315287

MOBILE
07793 269855
E-MAIL
h.larkin@mailnewsmedia.co.uk



SARAH LITTLE
Business Telesales Adviser
TELEPHONE
01482 227885

E-MAIL
s.little@mailnewsmedia.co.uk

Learn secrets of having beautiful skin for Christmas

EVENT: A leading skincare expert is holding a festive event.

Dr Katerina Steventon is hosting a special evening at the Barn House in Walkington on November 26 to raise

funds for the Beverley Christmas Lights Appeal.

Katerina said: "I would like to invite local ladies to come along to the event to find out how to protect the skin against the signs of ageing – it is

never too late, or early, to begin.

"Guests of our event will hear the secrets behind getting beautiful skin in time for Christmas."

"It will be a mix of independent winter skincare advice across

all brands, as well as nutrition and facial yoga tips for radiant skin. I like to relay the science that translates to daily skincare routines."

The evening will begin at 6.30pm and refreshments and

nibbles will be available.

Tickets cost £10, with all proceeds going towards the appeal and can be purchased from Streamers, Shirleys and Collections in Beverley.