

Hull:

a can do,
will do city



A challenge to Hull's business community

Local businesses have had a great deal of positive involvement in the city. Our ambition now is to increase this contribution in shaping the future of Hull. Our Business Week events will give you the opportunity to hear lots more about how you CAN and WILL be able to play a part. Your involvement is vital to help break Hull's cycle of deprivation.

Together we have a fantastic opportunity. Hull is at the forefront of many exciting projects, such as our Building Schools for the Future (BSF) programme, the project CAN and WILL transform education in all of our secondary and special schools by 2015.

Our mission to raise achievement levels in Hull schools continues and by the end of Business Week

it is our ambition to ensure that:

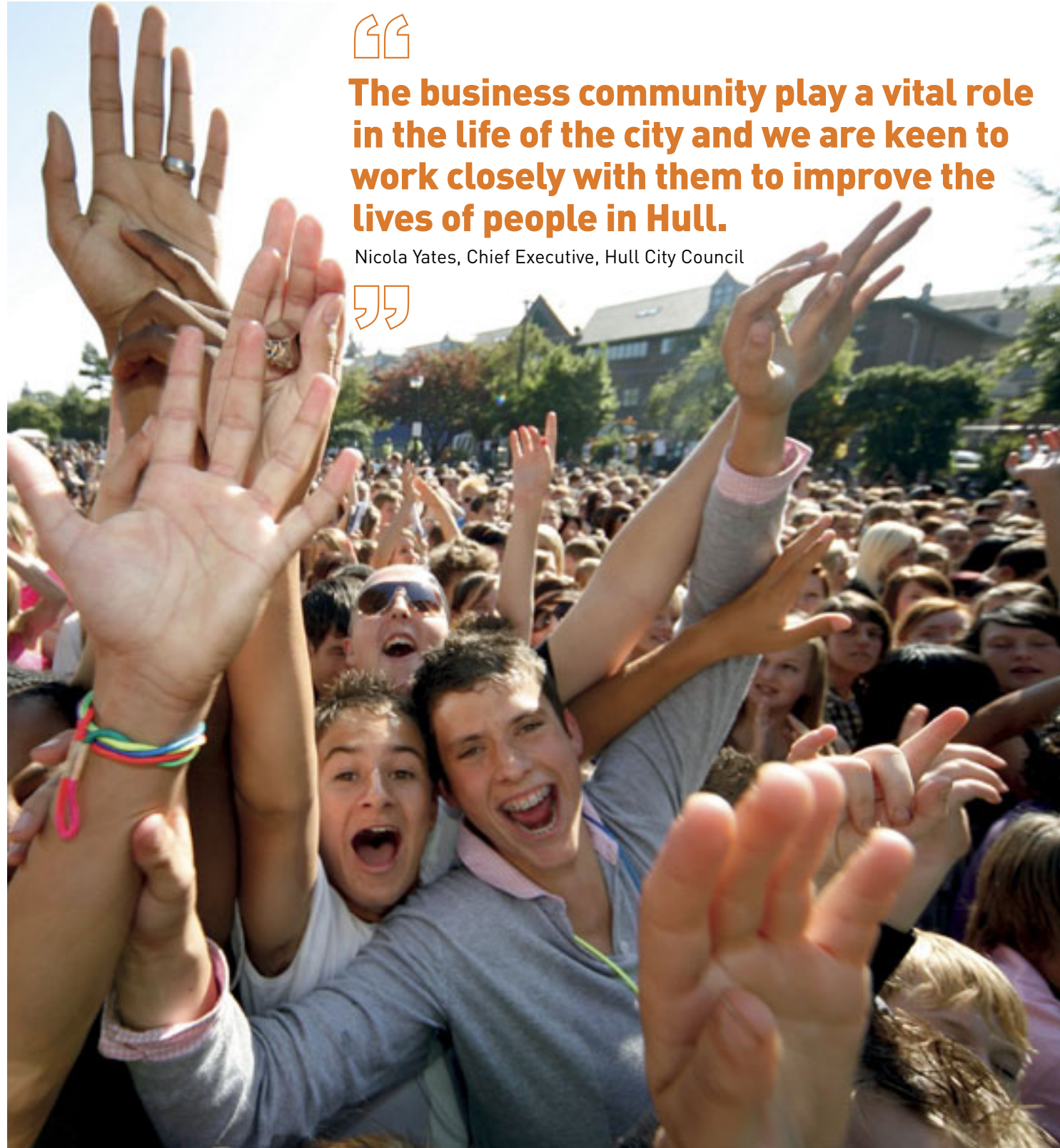
- Every school in Hull is supported by, at least, one local business.
- Every school further develops its international twinning and learning connections with the involvement of business expertise.
- We create 100 new opportunities for apprenticeships.

With our collective support, help and encouragement, the positive aspirations of parents, support of families and the focused efforts of the business community, we CAN and WILL make Hull a family friendly city – where no child is left behind.

With your help and encouragement young people CAN and WILL help to ensure that the city has a prosperous future.

Carl Minns
Leader
Hull City Council

Nicola Yates
Chief Executive
Hull City Council



The business community play a vital role in the life of the city and we are keen to work closely with them to improve the lives of people in Hull.

Nicola Yates, Chief Executive, Hull City Council



It's one of the biggest events of its kind in the country. Business Week, from 5–12 June 2010, will include exhibitions, networking events, business seminars and inspiring talks by top public speakers. More than 30 events will showcase existing local businesses and may inspire entrepreneurs in the region to launch new ventures.

The Council and ONE HULL are encouraging more businesses to get involved in shaping life in the city.



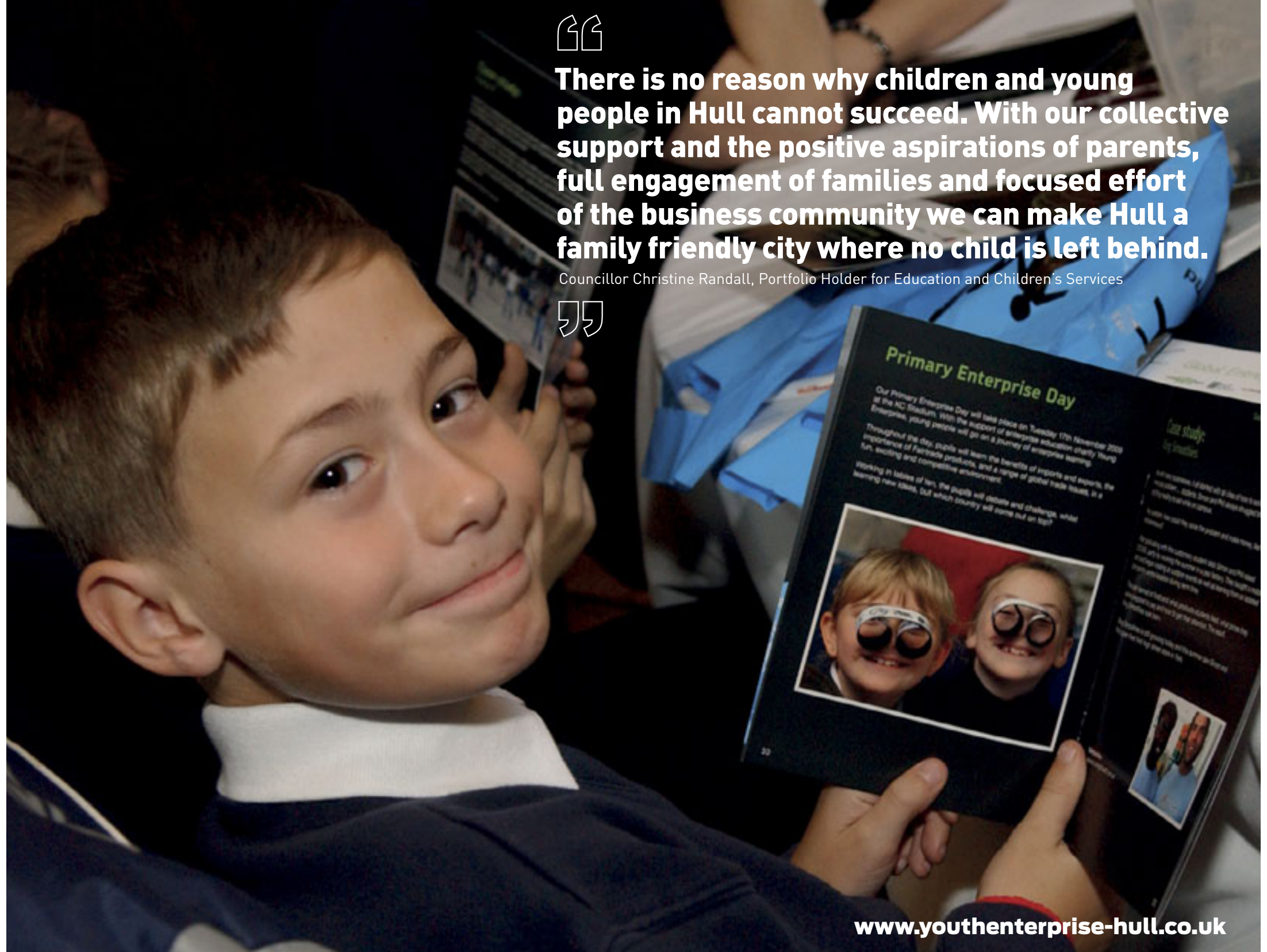
Let's get ready



Children from two Hull primary schools (Thorpepark and Highlands) will join pupils from other schools across the region at an event to nurture business skills and entrepreneurial thinking in young people.

Let's Get Ready to Futureproof will give young people the chance to pitch their business ideas in a 'Dragon's Den' style event to a panel of experts and receive advice in their future ambitions from

Claire Young, the runner up in the BBC series 'The Apprentice.' It takes place at Craven Park on 8 June and is by invitation.



There is no reason why children and young people in Hull cannot succeed. With our collective support and the positive aspirations of parents, full engagement of families and focused effort of the business community we can make Hull a family friendly city where no child is left behind.

Councillor Christine Randall, Portfolio Holder for Education and Children's Services



www.youthenterprise-hull.co.uk



Doing the right thing



A key message running through Business Week will be that ethical trading is good for profits as well as people.

In an event entitled 'Doing the Right Thing is Good for Business,' attendees will hear how a commitment to ethical trading can help companies enhance their reputations and find new markets. The event will look at the subject from

a number of different perspectives and may help to trigger some new ideas and approaches.

The event takes place at the Guildhall on 9 June at 2pm and is open to all businesses to attend.



Behaving ethically is seen increasingly as being good for business.

Richard Tuplin, Chair of the Institute of Directors



All aboard Cat Zero

Business representatives will be invited to visit a successful community-based project which is transforming the lives of young people in Hull.

Cat Zero delivers the Wilberforce Youth Development Programme for young people aged 16-19, and helps them gain the belief they need to strive for successful future careers in employment and business. It is supported by 70 businesses and the visit will encourage more companies and organisations to back the project.

"We are grateful for the support we have received

so far and are looking forward to discussing with more businesses how activities like ours can make a big difference for them as well as for the youngsters we help," said Jim Dick, chair of Cat Zero.

The visit takes place at Cat Zero in Humber Dock Street on 9 June from 5.00-6.30pm and is open to all businesses.



Opportunities

Businesses will be urged to adopt a 'can do, will do' approach in Hull and get more involved in the life of the city. The ONE HULL event is designed for businesses to come along and engage with a wide range of organisations that may have a different something to offer.



Open to all businesses the event at the Hull History Centre on 10 June from 2 – 4pm will include Real Aid, Esteem, Cat Zero, Community Foundation, Hull Business Forum, Education Business Partnership and Hull Volunteering.



It is incredible what many businesses already contribute to the life of the City but there are so many more possibilities. We hope this event will encourage those businesses that are developing their ideas to come along and engage with some very positive examples.

Nigel Richardson, Corporate Director, Hull City Council



Improving lives



Following on from the generous support given to an appeal to build a school in memory of Victoria Climbié, Hull businesses will now be urged to support another appeal which improves the quality of life for communities in some of the poorest regions of Africa.

The 'Wellies for Africa' campaign is run by the charity Real Aid which helps people in Sierra Leone grow rice to feed their families. Business Week delegates will be

invited to donate pairs of wellies. Wearing wellies prevents the spread of a parasitic disease which comes from the ground to workers through their feet.



Hull Music Service concert

American Appalachian Concert with Jeni & Billy

"This is either the most sophisticated simple music or the simplest sophisticated music I've ever heard."

That comment, heard after a Jeni & Billy performance, sums up the appeal of the duo's 'New Old Music.' With exquisitely spare accompaniment and performances that are never rushed, Jeni & Billy's harmonies harken to a lost time and reverberate with a rare honesty, as they inhabit the lives of miners, preachers, rambblers, lovers, and plain-living folks. Their music is quiet enough to be heard and

just loud enough to be unforgettable.

This event to be held at the Albemarle Music Centre on Saturday 12th June is the final celebration of Business Week hosted by Hull City Council Music Service.

Tickets cost £5 for adults and £3 for concessions and are available from the Albemarle Music Centre. For more information call 01482 318800.



Hull is a great place





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