

IODOCONNECT

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Welcome from your chairman

Welcome to the first edition of Connect – the e-zine for Institute of Directors in the East Yorkshire and the Humber.

It is widely acknowledged that good communication is at the heart of strong leadership, and I hope you will find our new communication vehicle an enjoyable and engaging read. We are looking to develop it over the coming months to bring you news of the successes and best practice employed by leading businesses in our region, and we look forward to receiving feedback from you.

It's been a long hard winter for everyone involved in business and commerce. But with the New Year, warmer weather and encouraging news about growth in the economy, there is a new found confidence that hopefully we are starting to see light at the end of the tunnel. There is still a long way to go, but there are encouraging signs that the economy is starting to get back on its feet, and we will all play a vital role in its recovery.

Richard Tuplin
Chairman
IoD Humber



Event Profile

On the ball

The Humber branch of the IoD is delighted to announce that Adam Pearson will be a guest at its free networking event for members and their guests on Thursday 25 March at the KC Stadium, Hull.

Adam is the current chairman of Hull City AFC joining on Monday 2 November 2009 for his second spell at the club. He is also the former chairman of Derby County.

During the event Adam will take part in a short Q&A session where he will take questions from guests about the club and his vision for its future.

This free networking event is from 5.30pm until 7.30pm on Thursday 25 March 2010, and is an ideal networking opportunity. Drinks and canapés will be available on arrival. For more information and to book your place at the KC Stadium, please contact Pat Coyle on: 01482 337318 or via email at: pat.coyle@rollits.com

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The Region's
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Event Profile

ACCA Business Question Time
Twenty10 - Green Shoots!

How is the local economy shaping up? How can our region move forward? Will 2010 see the much anticipated green shoots peek through?

Join the ACCA and IoD East Yorkshire for a Business Question Time event where a cross-representative panel of Humber business leaders from both public and private sector will take questions from the floor and discuss our region's current business climate, how organisations can move forward by working together and whether 2010 will bring the elusive economic green shoots.

This joint ACCA/IoD event promises an interesting and lively discussion and places are limited so book early to avoid disappointment.

Thursday 22 April at 5.30pm - 7.30pm

This event is free and booking is essential. Book online at:
<http://uk.accglobal.com/databases/events/uk/regional/hull/3280191>

For further information contact Marion Burgess on 01904 567310 or email:
marion.burgess@uk.accaglobal.com



Event Profile

Renowned broadcaster and journalist to speak at IoD lunch in June

The Humber branch of the IoD has announced renowned political broadcaster and journalist, Andrew Neil, as the headline speaker for its next Humber Luncheon which will mark the official launch of Business Week in June.

Having graduated from Glasgow University in 1971 with an MA in Political Economy and Political Science, Andrew Neil went on to work within television, radio and an array of publications.

After a brief period of working with the Conservative Party in the 1970s, Andrew Neil took a position with the weekly international affairs publication, 'The Economist' and later, in 1983, went on to work as editor of 'The Sunday Times' newspaper for 11 years.

As a correspondent for British Parliament, the White House as well as the executive chairman of Sky Television in 1989, Andrew Neil has cemented himself as one of the most established figures in political broadcasting. Today Andrew Neil is perhaps most readily associated with both 'The Daily Politics Show'

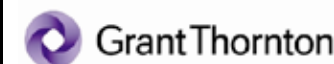
and the award-winning, 'The Week', the BBC's politically-charged television programme.

Richard Tuplin, branch chairman for the IoD in East Yorkshire comments: "The Humber Lunch is one of the highlights of our events calendar and we always aim to secure high profile speakers that will be sure to inform, inspire and entertain business leaders from across the region. The event is always very popular so I would urge people to book their places early to avoid disappointment."

The event takes place from 12.30-3.30pm on Monday 7 June at the KC Stadium in Hull. Tickets cost £47 for IoD members and £54 for non members. A table of 10 can also be purchased for £450. For more information or to reserve your place please email iod.yorkshire@iod.com.



With thanks to our sponsors:



Event Calendar

Forthcoming Institute of Directors' events in the Yorkshire region:

Date & Time	Event	Venue	Price (ex VAT)	Booking
25/03/2010 5.30pm - 7.30pm	On the ball: with Adam Pearson	KC Stadium	Free of charge	Pat Coyle: 01482 337318 or email at: pat.coyle@rollits.com
22/04/2010 5.30pm - 7.30pm	ACCA Business Question Time	Willerby Manor Hotel	Free of charge	Marion Burgess: 01904 567310 or email: marion.burgess@uk.accaglobal.com
07/06/2010 12.30pm-3.30pm	IoD lunch- Speaker renowned broadcaster and journalist Andrew Neil	KC Stadium	Member: £47.00 Non-Member: £54.00 Table: £450	email: iod.yorkshire@iod.com
20/05/2010 7.00pm	IoD Regional Dinner (Black Tie)	Castle Howard, York, YO60 7DA		Contact Region/Branch
19/07/2010	Clipper Breakfast	Holiday Inn - Hull Marina	Free of charge	

In Focus: Sewell Group plc



Sewell Group has been named a UK top ten company in The Sunday Times Best Companies to Work for Top 100!

The Hull-based organisation is ranked the 8th best company to work for in the UK, following on from the achievement of being ranked the 45th best company to work for in the 2009 list. Sewell Group is also the highest placed business in Yorkshire and was ranked the 3rd best place to work in the UK for employee well-being.

The prestigious list is rated on an in-depth selection process which asked every member of staff at Sewell Group for their opinions on what it is like to work for the organisation. It also involves a review of processes and procedures.

Last year, Sewell Group became the first organisation from Hull to make the list, and was one of only two in the Yorkshire region in the Top 100.

Paul Brooke, is thrilled at the company's placing in the Top Ten. He said: "I am absolutely delighted that we have been rated so highly by the Sunday Times and Best Companies. It is a great improvement on 2009, which in itself was an incredible achievement. We employ some brilliant people and I am delighted that their hard work over the last twelve months has resulted in such a dramatic and demonstrable improvement. I am so proud of what we have achieved and



I am really pleased that we have been able to fly the flag for Hull for the second year running.

"I firmly believe that being an excellent employer is about excelling in every area of work throughout the workplace. We try extremely hard to demonstrate a commitment to our people in everything that we do. Focusing on employees brings real benefits such as, improved workplace engagement, better staff retention, reduced recruitment costs and greater financial performance. We remain fully focused on continuous improvement."

In Focus: Sewell Group plc

Region's leaders and key business people from across Yorkshire have acknowledged Sewell Group's achievement in making the top ten.

Charles Lewis, Chair of Local Improvement Finance Trust, Citycare, said: "I would like to congratulate Paul and the team on this fabulous achievement. It is tremendous that a company with such a long history in our area simply goes from strength to strength. I thought the team did remarkably well last year. This year's result is simply staggering. I wish the company every success for the future."

Tom Riordan, Chief Executive at Yorkshire Forward, said: "Sewell Group has consistently proved to be a benchmark Yorkshire company across many areas of its work. To be ranked eighth best employer in the UK is not only a boost for the company, but also for Hull and for the Yorkshire region. Well done to the team. It's great to have such a forward thinking company on our patch."

Richard Tuplin, Chair of the Institute of Directors, East Yorkshire and the Humber, said: "Sewell Group's achievements in the last 12 months have been awe-inspiring. Hull has aspired to be 'top ten' city for a number of years and it is great that Sewell Group has achieved this in its own right. They are 'top ten' in so many ways and I am really pleased for Paul and his team who work so hard to deliver top class services across everything they do."

Jonathan Austin, Founder and Chief Executive of Best Companies, said: "We would like to congratulate Sewell Group on this outstanding achievement. An engaged workforce is essential as organisations move out of the recession and into a more stable economic situation. No doubt many organisations have tackled redundancies and rapid change this year. But organisations like Sewell Group that have kept on engaging their staff and making sure they are involved in the business will be in a good position for the future and should be congratulated for their efforts".



The company's achievement comes a matter of weeks after being ranked as 'Extraordinary' in the Best Companies list, the highest score possible.

The company achieved an 'Outstanding' rating in 2009 and the upgrade to an 'Extraordinary' organisation places Sewell Group in a prestigious position as one of only fifty companies in the UK with the same recognition in 2010, and the only one in Yorkshire.

Past Event

Mike Tomlinson

Mike Tomlinson spoke to the IoD Humber branch at the Deep on 24 February about this year's inaugural Hull 10k race in memory of his wife Jane.

Jane's Appeal was established by the late Jane Tomlinson CBE to raise funds for children's and cancer charities. The charities that have benefited from Jane's support cover all areas including medical research, cancer treatment and specialist care.

Mike Tomlinson and his three children, Suzanne, Rebecca and Steven, have announced that the charity set up by wife and mother Jane has hit the £2m target she set before she died.

Before her death Jane Tomlinson CBE raised £1.85m through a series of incredible physical challenges from 2002 to 2005. Mike has announced that Jane's Appeal has now raised £2.6m.

Mike said: "Last Saturday would have been Jane's 45th birthday. It was a sad and emotional day for our family but we could think of no better way to honour her memory than to announce that we have reached her £2m fund raising goal.

"When in August 2000 Jane was told to go home and spend some time with her family and create some memories as she was unlikely to live beyond six months, no-one could have predicted what happened next.

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Past Event

Mike Tomlinson

“Since then thousands of people have helped us raise well over £2m for charity - 400 times more than we’d initially hoped!

“Jane’s achievements from 2002 to 2007 were extraordinary. Going through the photos again to prepare for today and to be reminded of just what Jane went through was a painful and tearful experience. Somehow the images are stronger after death. For me, two highlights stand out, the Ironman in 2004 and Ride Across America in 2006. I feel privileged to have witnessed them.

“As a family Suzanne, Rebecca, Steven and I are committed to continuing the work Jane started and with the Hull 10K, Leeds 10K, York 10K and Junior run we hope we’ve created a vehicle that can make a huge difference to people’s lives. A new target of £5m has been set, I can’t imagine how we’re

going to get there but I know with support we have a fighting chance.

“We have been so lucky over the last few years to be supported by a cast of thousands, people who’ve worked with us, volunteers, media, fundraisers and members of the public; the generosity and kindness have been heart-warming.

The words thank you seem so inadequate but I hope they will be accepted by all who have helped get us to where we are today.”

To enter the Hull 10K race on 23 May please visit: www.runforall.co.uk/hull

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Minute Masterclass: Branding

Everyone is familiar with brands – we all come into contact with them every day of our lives. We have our favourite brands, brands we wouldn't dream of buying and brands we buy without even thinking. But why do we have such an emotional attachment to what appears to be just a name or a logo?

The answer is that a good brand is more than just a logo, name or design. A good brand is a kind of promise. It is a set of fundamental principles as understood by anyone who comes into contact with a company. A brand is an organisation's "reason for being"; it is how that reason is expressed through

the various communications to its key audiences, including customers, shareholders, employees, and analysts. A brand should represent the desired attributes of a company's products, services and initiatives.

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Great brands create emotional attachment

Minute Masterclass: Branding

A brand is effectively a seller's promise to consistently deliver a specific set of features, benefits and services to the buyers. A good brand, or a deep brand will work on up to six levels:

- **Attributes** – a good brand should bring certain attributes to mind, e.g. safety, quality, reliability, efficiency.
- **Benefits** – customers will base their buying decisions on what benefits the product or service will deliver for them, so the attribute of efficiency may translate as a benefit of reduced costs, etc.
- **Values** – the brand will also say something about the company's values. These need to be linked to the needs of the target markets, e.g. quality, reliability.

- **Culture** – the brand can represent something about the culture of the organisation, e.g. the company may wish to be perceived as innovative, flexible, responsive to customer needs, etc.
- **Personality** – the brand can also represent the personality of the company
- **User** – the brand can also say something about the type of person who buys the product.

All of this suggests that a brand is much more complex than just a logo. If a company treats a brand as a name or design, it is missing the point of branding. The most enduring features of a brand are its values, culture and personality. They define the brand's essence.

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Great brands create emotional attachment

Could you be an IoD Director of the Year?

We are now accepting entries for the 2010 Director of the Year Awards. The awards, which are entering their sixth year, are firmly established as one of the highlights of Yorkshire's business events calendar as they celebrate the achievements and acknowledge the successes of the region's most dynamic business leaders.

The search is now well underway for entrants into the following award categories:

- Director of the Year
- Lifetime Achievement Award
- Judges' Special Award
- Young Director of the Year
- Entrepreneur of the Year
- Not For Profit Sector Director of the Year
- Business Advisor of the Year
- Non-Executive Director of the Year
- SME Director of the Year

As well as the prestige of being Yorkshire's most successful business leader, the 2010 IoD Director of the Year will win the IoD Director Development Certificate and Diploma courses at Leeds Business School (worth £10,000) as well as 12 months membership (or renewal of membership) of the IoD and Club LS1.

All other category winners will receive a module of their choice from the Director Development Certificate and Diploma courses at Leeds Business School (worth up to £1,000), 12 months IoD membership (or renewal of existing membership) and six months membership of Club LS1.

There will also be opportunities to join at future IOD connect meetings.

The judges will be looking for leadership, commitment, strategy, innovation, creativity and teamwork so if you think you have what it takes to be a 2010 IoD Director of the Year enter now at:

www.dotya.co.uk

Join

Be a part of it

The IoD is the professional body for business leaders and we have been representing individual directors from all sectors for the last 100 years. Over this time, we have created a series of benefits and effective business tools designed to support our members in their strategic decision-making and their ever-growing portfolio of responsibilities required of today's directors. We recognise that they have individual needs and we can help them meet their personal business challenges too.

Whether it's for our research facilities, our regional events or our training programmes, join our knowledgeable and experienced membership to accelerate your professional development. Our member benefits are designed to adapt and transform according to your business size and sector. We can support you both professionally and personally, whether you're from a large public corporation or a small family firm.

If you are responsible for the strategic direction of your organisation, we can support you. For full details on our membership criteria, [click here](#).

The current annual membership fee is £313 (UK & EU). There is a joining fee of £205 but if you join for two years or more, you will receive a substantial discount. For full details on our membership fees, [click here](#).

You have three methods of application:

- Contact our Membership team on +44 (0) 20 7766 8888 (Mon - Fri 9.30am - 5.30pm)
- Download our [Membership Application Form](#) and return by fax or post
- Apply online [here](#)

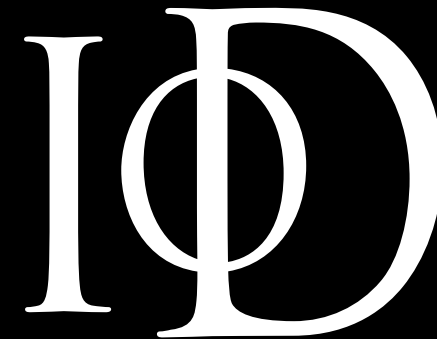
Contact

If you would like to submit information for inclusion or would like to feature in a forthcoming edition, please contact:

Pat Coyle

pat.coyle@rollits.com

Tel: 01482 337318



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