



The Region's  
Development Agency

# Parliamentary Newsletter Yorkshire and Humber

November 2009

## Business Link Penetration Figures

Total Businesses in Yorkshire and Humber:  
162,100

### Number of times businesses have been supported:

Established: 43,492

Pre Start-up: 13,169

Start-ups: 2,896

**Total: 59,557**



### Our vision

is to establish Curry Cuisine as a nationally renowned brand and promote fresh, local Yorkshire produce. Yorkshire Forward gave us support to grow and expand our business and develop a strong product and brand. One day we want our pickles to be on every kitchen shelf, embedding Yorkshire's reputation for manufacturing excellence.

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## Six monthly Business Link satisfaction figures

Customer satisfaction: 88%

Number of clients intensively assisted: 4,955  
(Pre Start and Businesses)

We've assisted customers to improve their performance: 25,384 times (Pre Start and Businesses).

At the six month point the rolling four quarter count of penetration (number of clients in the previous 12 months) stood at 119,870 up over 6,000 from the previous quarter.

## Business Link Customers Come out Top in National Business Survey

A new independent survey commissioned by Yorkshire Forward has shown that Business Link Yorkshire customers take a more strategic view of operations, are more optimistic about the future, and are planning to invest in marketing and sales. The survey compared a sample of businesses in Yorkshire and Humber (1215) to a sample of Business Link customers (582); the difference between the groups was striking and reinforced the message that businesses really benefit from seeking independent advice and support. Business Link customers are twice as likely to have seen an improvement in their business over the last 12 months as non Business Link customers, and they are also more likely to be confident that domestic orders will increase over the next 12 months; in contrast, those who have not accessed the service expect their domestic orders to fall. Almost all businesses surveyed in the region (92%) were aware of Business Link.

Lloyds Executives Meet Senior Yorkshire Officials

Helen Weir – Group Executive Director, UK Retail Banking, Lloyds Banking Group – made another in a series of visits to Calderdale on Wednesday 23rd September, meeting with MPs from Halifax and other Yorkshire constituencies as well as representatives from the Council and Yorkshire Forward.

Helen was also joined by a number of her senior colleagues, including: Gordon Lyle, Retail HR Director; Graham Lindsay, Managing Director for Customer Experience; and David Nicholson, Managing Director for Halifax Community Bank.

The team met with: Rosie Winterton MP, Minister for Yorkshire; Jeff Ennis MP, Deputy Regional Minister; Tom Riordan, Chief Executive of Yorkshire Forward; Linda Riordan, MP for Halifax; Christine McAfferty, MP for Calder Valley; and Owen Williams, Chief Executive of Calderdale Council.

Helen Weir has visited the region, and in particular Halifax, on a number of occasions and continues to build positive relationships in Yorkshire and the Humber. During the visit, attendees discussed developments within the region over the last year, as well as how the region will continue to play a key role within Lloyds Banking Group.

Helen Weir stated:

"Halifax, West Yorkshire and the skills of colleagues across the region remain key to the future success of Lloyds Banking Group. Integration of the Lloyds TSB and HBOS businesses continues at a pace and it's important that we continue to build close working relationships with key representatives from the region and local community to help us complete this journey".

## Innovator 2010 Awards are Open for Business

The Innovator 2010 awards are now open for entries – innovative companies and individuals across the region are being invited to compete for one of the four awards, each carrying a £3,000 prize.

Even as better economic times ahead are heralded, it remains important for businesses – whether large or small – to continue to be competitive. This involves embracing innovation and new ideas, and creating knowledge based partnerships for the development of their products and services.

Established in 2008, Yorkshire Forward's Innovator 2010 awards celebrate companies and individuals in Yorkshire and Humber who have embraced originality – alone or in partnership – and developed new ideas, products, technologies, or ways of working in order to improve their business.

This year, four new categories are designed to showcase the very best of the region's innovators. These categories give entrants the opportunity to raise their profile with clients and potential new customers, and demonstrate their commitment to being a leader in their field. The categories are:

- Young Innovative Business Award
- Innovation in Action Award
- Partners in Innovation Award
- Sustainability Innovation Award

Jim Farmery, Assistant Director of Business for Yorkshire Forward, comments:

"The Innovator Awards have gone from strength to strength since we launched them in 2008 and they are a great opportunity to

demonstrate how our region's businesses are innovating in order to remain competitive in the current economic climate".

### Clipper Sails to Success



More than 100,000 people lined the banks of the Humber to watch the start of the Clipper 2009-10 Round the World Yacht Race on 13th September. The 10 yachts, including the Yorkshire Forward-sponsored Hull & Humber, began the start of their 10 month, 35,000 mile journey from Hull Marina.

Yorkshire Forward has invested £4m into a 4-year programme of activity around the 2007-08 and 2009-10 Clipper races. The investment aims to increase the international profile of the Hull & Humber city region and Yorkshire, and build on the potential for further economic impact.

The start of the Clipper race marks the beginning of 10 months of promotional activity and trade-related events, which will take the Hull & Humber proposition worldwide. Clipper has attracted over 150,000 visitors to the region and to date has already achieved £5m of benefits, with £1m from tourism and £2m from media exposure – the Clipper Race reached a global audience in the last race, with in excess of 200 million people.

The Clipper event was complemented by Hull's Freedom Festival – a weekend extravaganza of music and entertainment organised by Hull City Council and Visit Hull and East Yorkshire.

The Yorkshire leg of the Tour of Britain cycle race also went ahead on the same weekend, starting in Scunthorpe in North Lincolnshire, and ending in the historic city of York.

### Start on Site for Iconic Tower Works Scheme



Following Government funding approval for the redevelopment of the landmark Tower Works site in Holbeck Urban Village, work has started on site as part of Yorkshire Forward's investment of £19.8m.

The first phase of work involves the strategic clearance and demolition of the site, which will start immediately. These initial works will be followed by the refurbishment of the listed buildings, including the three towers; this will create office accommodation to compliment the successful and award winning Round Foundry Media Centre, currently run by Yorkshire Forward, and will commence early 2010.

In addition to the preservation of the listed buildings, the first phase will create public space which will enhance pedestrian links between Holbeck Urban Village and Leeds City Centre.

The works are part of a wider push to connect Holbeck Urban Village and the surrounding communities with the City Centre, and include the 'Light' Neville Street project, which Yorkshire Forward and Leeds City Council are currently funding.

This phase of the Tower Works project will enable future phases of redevelopment to be presented to the market in order to attract private sector investment. The exemplar mixed-use scheme will also provide additional investment in the Southern part of Leeds City Centre.

### New Wildlife Park at Branton

Yorkshire Wildlife Park - a new visitor attraction in Branton, to the east of Doncaster - opened its doors for the first time over Easter 2009. Cheryl and Neville Williams and their business partner have brought with them a depth of experience and knowledge from their previous posts in the extremely successful Woburn Safari Park. Based at the former Brockholes Visitor Centre, the team has transformed the site into a high quality attraction, with the first phase being supplemented with grant aid via Yorkshire Forward from the Rural Development Programme for England. There is a timetable of further developments over the next couple of years to add to the already impressive list of features and attractions.

The aim is to create a sustainable business within a sustainable, dynamic, and interactive environment, as well as a regional centre of excellence for global and local conservation of biodiversity. Yorkshire Wildlife Park aims to promote a wider understanding of the natural world and inspire generations to support and protect their environment.

### Dalby Forest Wins World Cup



Yorkshire has been successful in our bid to host the 2010 UCI Mountain Bike Cross Country (MTB) World Cup at Dalby Forest. Yorkshire Forward led the bid, bringing together partners - British Cycling, The Forestry Commission, North Yorkshire County Council and Ryedale District Council - to host the World Cup, and beating off stiff competition from destinations in the USA, Germany, France, Czech Republic and Canada.

The event will take place on the weekend of 24th and 25th April and will see a minimum of six thousand paying spectators flock to this new hotspot of the mountain-biking world. Up to three thousand spectators are expected from outside the region and it is anticipated that this will generate over four thousand customers for local accommodation providers, bringing in more than £650,000 worth of direct spending to the region. In addition to this, the MTB World Cup would receive around £1.2m worth of media coverage and a further £600,000 will be spent per event within the region as part of the budget expenditure.

The Dalby Forest World Cup will play a key role in establishing MTB as a regional strength with the development of 4-6 satellite MTB centres around the region and the employment of a "Go-Ride" coach to inspire and nurture young Yorkshire cyclists. It is also predicted that there will be significant additional economic benefits to the region as future visitors will come to ride the only World Cup mountain bike cross country trail in the UK. With the additional publicity that will be generated for Dalby Forest, it is anticipated that an additional 5,000 visitors will bring about £300,000 of direct economic benefit to the region every year.

Work is now underway to align other events and festivals in the area to ensure we get maximum impact.

For any further information on Yorkshire Forward's work please contact:

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