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## What's the true ROI on video marketing?



**BY CHARLOTTE WATSON**

Video is everywhere in 2020. From YouTube to TikTok, there's a good chance you've come across one of these services, maybe even as recent as an hour ago.

However, what matters is how long the person has watched a video. How they respond to it, and if they share it on their own social media accounts.

That's why you should always want to make an impact. To make an impression, and most importantly, to relate; whether it's an advertisement or a corporate video.

### But what if it doesn't deliver a return on investment?

Video on the internet has changed since the days of watching movie trailers on an Apple site fifteen years ago. The days of RealPlayer, Windows Media, and sites of random live webcam footage of people visiting New York's Times Square seem so long ago now. We're now in an age where we can watch fully-featured films in ultra-high definition, stream our favourite games to a tailored audience, or video-

conference-call an array of people at the same time on a 55 inch HD television.

But concurrent to this, marketing has moved with the times with video, generating billions for many companies out there through YouTube, newsletters, social networks and much more.

Audiences are ten times more likely, according to HubSpot, to engage with a video on social media, and with the rise of apps such as TikTok which exclusively bases itself on video, alongside the 5G cellular network slowly being rolled out throughout the next few years, video and its marketing need to work in-tandem to appeal to a mass audience.

However, if your video for a corporate entity doesn't get viewed on business-focused social media sites such as LinkedIn, then all that effort may be for nothing.

### But how? Why should all of this matter?

Companies use the method of ROI, or Return On Investment, as a way of running a campaign to make sure that the work you have put in, generates views or money towards the topic at hand. It's the overall



goal in a video marketing campaign.

But there are also clear goals that are established in many of these campaigns:

- Increased views
- More recognition of the brand
- Educating existing customers of what else a product or a service can help offer them.

These are also measured on the KPI model, or Key Performance Indicators. These are also known as targets, but for video marketing, they best help keep the ship on course.

If any are missed for whatever reason, they can be investigated and seen how the campaign can be slightly aligned to better fit the potential audience.

Eventually the ROI is then measured, and this can be in many forms, not just the profit:

- Better SEO
- Amount of Views
- More recognition of the brand

Depending on how well or not-well the campaign went, the next video can begin, or it may even already have.

All of these need to be measured for a corporate business, especially when it's a video aimed for that environment. It needs to relate to the business in question, or even to the end of the quarter, otherwise, it's wasted.

Focus on how the video relates to a corporate business, and the return on investment will most likely follow.



As we continue to monitor the situation surrounding COVID-19, we are deeply saddened at how it is already affecting or may affect businesses in the future.

Whilst it is 'business as usual' to some extent, we will still be operating from our Head Office, Commerce House and serving our tenants as required, we will however be working in a different way going forward and until situations change, with our staff, clients and wider community our main priority, we have introduced homeworking and office working on a rota basis for our staff.

Last week we announced that we'd be postponing all of our events for the next two weeks and as situations unfold and change daily, we have internally taken the decision to postpone all of our upcoming events until 22nd April and will continue to access as the days go on, providing further updates where possible.

At this difficult time, we appreciate there is a lot of uncertainty but it's now, more important than ever to club together and against the odds support each other. I'd like to take this opportunity to remind you of how we as a Chamber can help you through this difficult time:

**SHARE your good news** – send us your news stories to [marketing@lincs-chamber.co.uk](mailto:marketing@lincs-chamber.co.uk) – whether this is how your business is coping with the current uncertainty, you've set up a community scheme to help others or something unrelated to current happenings, **WE WANT TO HEAR FROM YOU!**

**ENGAGE with us on Social Media** – we want to share your messages, your voice and your business news, tag us in your posts and we'll share with our network too – we are bigger and stronger together.

**Continue to CONNECT and COLLABORATE with us** – knowing where to turn at such a difficult time



## An important announcement from Simon Beardsley CEO of Lincolnshire Chamber

is worrying for anyone, but here at the Chamber we want to support you through it, so please do continue to connect with us, our Senior Management Team are here to help, signpost and support.

**We can REPRESENT you and your voice** – something of utmost importance currently, we are in daily conversations with our national body, British Chambers of Commerce, surrounding topics such as; cash flow, staff shortages and supply chain breakdown, among others, so share with us your opinions and help us create that voice nationally.

**SIGNPOST and SUPPORT** – as an organisation we have links with government, local and national, so this puts us in the perfect positions to signpost and support you. We are continuing to encourage members to focus on the guidance that has been given by Government and we have information readily available and updated as things change on our Coronavirus Hub, located on our website here. I will close this important announcement with, we are **STRONGER TOGETHER**, and we will come out the other side of this.

**A message from the Board**  
I see this being an extremely reassuring message, one of positivity and a focus on resilience



Lincolnshire Co-op Costa Express scheme - Matt Wilkinson and Emily Wilson

## Bring your own! 25p reward for reusable cups at Co-op stores

Customers who use Lincolnshire Co-op's food stores are being encouraged to make a greener choice on the coffee run – they'll be rewarded with 25p in extra dividend when they bring a reusable cup to fill up at Costa Express machines.

The Society has launched the scheme in a bid to help the environment by reducing single-use cup waste and litter.

It's easy for dividend card holders to benefit – they just fill up their reusable cups at one of Lincolnshire Co-op's 69 Costa Express machines, choose a hot drink from the selection, then take it to the till to pay. Colleagues will then add the extra dividend to the members' card.

A customer who grabs a caffeine fix five days a week would save 260

single-use cups and would make an extra £65 in dividend a year, enough for 18 lunchtime meal deals. Someone who buys one hot drink a week using a reusable cup would save 52 single-use cups and make an extra £13 dividend a year, enough for a bottle of prosecco and other treats.

Each Lincolnshire Co-op outlet with a Costa Express machine now has a range of rCups on sale, the world's first reusable cup made from recycled single-use coffee cups. They also feature a clever, easy to use, leak-proof lid and an insulated body that keep drinks warm for up to an hour.

Lincolnshire Co-op's Store Development Manager Matthew Wilkinson is a member of the

Society's environment group, which looks at ways to make the business greener.

"We believe we're the first Costa Express retailer nationally to offer a reward to our customers for choosing to use a reusable cup," he said.

"As well as providing services our customers want, we also need to look after the local environment. We hope this incentive will encourage people to make the switch to reusable cups and reduce the number of single-use cups we issue."

Lincolnshire Co-op has more than 280,000 dividend card holders who can benefit from this scheme and anyone can sign up to be a member.





## Langleys enters new era with appointment of Tim Cross as Managing Partner

Langleys Solicitors, a leading UK business and personal law firm, with offices in York, Lincoln and Manchester, has promoted Tim Cross to managing partner.

Tim takes over from David Thompson, who had led the firm for the past 10 years.

Tim will be responsible for the strategic direction of the Chambers and Partners and Legal 500 ranked firm, and instill the company's philosophy throughout the organisation, implementing its values across its three core sectors; business, insurance and private.

For the past 10 years, Tim has been head of the commercial division at Langleys, where he led on the relationships with some of Langleys' biggest clients, including Helmsley Group and In-site Property Solutions. He has also played a major role in the firm's leadership team for the past decade.

The promotion to managing partner will now see Tim work closely with the business service heads and senior leadership team, to take the law firm into its next phase of growth across its three sites.

Commenting on his appointment, Tim Cross said: "It is an honour to be appointed to managing partner at Langleys Solicitors, the firm that has been a fantastic and inspiring home to me for the past ten years.

"David has taken Langleys Solicitors' on an incredibly exciting journey over the last decade; now it is time to consolidate that work, and further develop our values and behaviours in order to build a sustainable platform for the next phase of growth. Langley's is a sum of its people, and putting them first makes for a successful firm of happy, dedicated and ambitious lawyers."



Tim Cross

## Local radio DJ committed to supporting Colour Dash Fest

Join John Marshall, Lincs FM presenter, and St Barnabas Hospice on Saturday 16th May for the return of their popular Colour Dash Fest at the Lincolnshire Showground.

The Colour Dash Fest features an untimed fun run featuring coloured paint stations at each kilometre where Paint Pirates will shower participants from head to toe as they go past. Participants can choose to run either 5k, 10k or 15k.

John took part in last year's Colour Dash whilst his ex-partner and daughter's mum, Angela, was being cared for by the Hospice. Last November, Angela sadly died in the St Barnabas Inpatient Unit and John will now be running the Colour Dash once



John Marshall, second left, taking part in last year's Colour Dash Fest



Angela and Eleanor

more in her memory.

John said: "I think a lot of people's opinion of the Hospice is that it is a place you go to die. Angela's stay there was a lesson to me, her, and our daughter Eleanor - we had no idea you could visit for support and symptom relief. When Angela first went in there, I was frightened, and I know Angela was too. But we quickly realised that it could be a place for her to rest and leave stronger.

We used to think of it like a five-star hotel because the food was great, the attention and care was nothing short of fantastic.

"When we were told that the end was close and there was probably one night to go, Eleanor asked if she could stay by her mum's side, so they set up a double bed right next to Angela's. Eleanor was able to lay next to Angela for the final night, holding her hand and chatting to her until they fell off to sleep. It was 7.20am when

she died with Eleanor by her side, still holding her hand.

"If it had to happen, it couldn't have happened in a calmer way and that's down to the people at the Hospice providing outstanding care."

Tickets are now on sale for the 2020 Colour Dash. Supporters can visit [www.stbarnabashospice.co.uk/colouredash20](http://www.stbarnabashospice.co.uk/colouredash20) to purchase their tickets at amazing early bird prices.



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## Long term housing projects for Rilmac Scaffolding

Rilmac Scaffolding have announced two new contracts which, between them, will provide three-and-a-half years' work for the expanding nationwide business.

The first of these projects is for Countryside Properties where Rilmac will be on The Colleys development in Grantham for around two years. The entire development will see over 300 timber framed houses being built with a potential for further expansion. Rilmac Scaffolding began on site in February 2020 and have already started well.

The second project is for Vistry Homes (formerly Linden Homes and Bovis Homes) with Phase One of a total 120 plot development at Bracebridge Heath near Lincoln starting in April. Rilmac will be on site at the Bracebridge Manor development for 18 months providing access scaffolding for the timber framed housing build.

"Housing is an important part of our business mix," said Des Booth, Managing Director of Rilmac Scaffolding. "It complements our



industrial and infrastructure work and we are proud to have landed these two long term projects."

Rilmac Scaffolding are also currently involved in many other longterm construction projects including further housing developments in Lincolnshire and Yorkshire, large scale student accommodation blocks, a football stadium and a cinema.

## Grow your business-profitably!

A new strategic consultancy offering Lincolnshire business owners commercial support has been launched: GroBizPro. Offering clients tailored guidance on strategy, sales, marketing and customer service, GroBizPro can help brands grow their business-profitably.

Owner Angus Moir has over 25 years' experience of building stronger brands and driving profitable revenue growth while also shaping market-leading customer service cultures at brands across the globe.

Commenting on the launch of GroBizPro, Angus said "There are a lot of successful brands and businesses across Lincolnshire, but in the increasingly competitive business landscape, it's vital that each and every business has a clear strategic direction for future success and also an aligned plan that ensures any sales and marketing resources support the overall strategic direction.

"Additionally, more and more purchasing decisions are based on the effective customer service and this area also needs to be in tune with the strategy for success. GroBizPro can help all sizes of business to clarify or refine their strategy and align the necessary resources accordingly."

GroBizPro offers a free initial consultation to determine areas of opportunity and then a comprehensive yet flexible support plan that enables business owners to leverage external support for a very cost-effective investment.

"I see a lot of successful specialist business owners who are very good at their core competency but due to either day to daytime pressures or perhaps limited experience in more strategic or commercial areas, opportunities can be missed. GroBizPro compliments the core expertise of any business by providing experienced strategic and commercial support that helps business grow-profitably."

For your free initial consultation, visit [www.GroBizPro.co.uk](http://www.GroBizPro.co.uk).



Angus Moir



## Ongo is a top 100 company

For the seventh time, Ongo has been ranked as a top 100 company to work for in The Sunday Times 'top 100 not for profit' companies to work for.

The company was ranked number 65 and are the only housing association in the area to appear on the list.

74 per cent of the 353 staff completed the survey, which asked them about eight factors of their work life – the management, the leadership, the company, personal growth, their team, giving something back, a fair deal and wellbeing.

Among the result highlights, a huge 92 per cent of staff agreed that the organisation encourages charitable activities, and 91 per cent said they believe they can make a valuable contribution to the success of Ongo.

Steve Hepworth, Chief Exec, said: "To be ranked as a top 100 company in The Sunday Times is an amazing achievement, and it's something we are all extremely proud of. The reason we take part in this survey is to give our staff the opportunity to share their thoughts,



in a completely anonymous way, so to receive so many positive responses has been fantastic.

"Our results not only reflect the pride and passion our staff have for their job, but the dedication to provide the best service possible, throughout our communities."

Best Companies operates a star system, awarding up to three stars for exceptional companies. Ongo has been awarded one star, which is described as a significant achievement that shows an organisation is taking workplace engagement seriously. The one star accreditation signifies 'very good' levels of workplace engagement.

The leading companies are also ranked against similar organisations and the top 100 make the Sunday Times Best Companies to Work for list.

To take a look at the full list, go to: [www.b.co.uk/the-lists/non-profit/](http://www.b.co.uk/the-lists/non-profit/).

To find out more about Ongo, take a look at their website: [www.ongo.co.uk](http://www.ongo.co.uk)

## Pay What You Decide season 'springs' into action at Lincoln Drill Hall

Lincoln Drill Hall's spring season of Pay What You Decide is underway, with a number of unique and innovative performances on offer to encourage people to try something new.

The current season runs until June and there are 14 Pay What You Decide shows to choose from, including drama performances, stand-up comedy and family friendly shows.

People can book tickets for free and then pay what they like after the show based on their experience.

Chris Kirkwood, CEO at Lincoln Drill Hall, said: "Pay What You Decide is a fantastic opportunity for a variety of audiences to experience a wide range of theatre and art. This season's Pay What You Decide season packs 14 great shows into four months.

"Often, people are cautious about paying a lot of money for performances that they aren't familiar with so Pay What You Decide minimises that risk - and people are often blown away by the performances! It helps make theatre much more accessible, and ensures we can continue to bring unique performances to Lincoln and our audiences.

"Lincoln Drill Hall is all about community so we hope that we can



continue to bring people together at our Pay What You Decide performances and encourage more interest in the arts."

Lincoln Drill Hall first introduced Pay What You Decide for its autumn 2018 programme and the growing popularity of the scheme encouraged the charity-owned arts centre to make it a permanent fixture.

A Pay What You Decide Club has also been introduced for fans of the scheme. People can get a loyalty card from the box office which will be stamped whenever they watch a Pay What You Decide performance. After five stamps, card holders receive a free glass of wine.

To find out more about Pay What You Decide, or to book, please visit [www.lincolndrillhall.com](http://www.lincolndrillhall.com) or call 01522 873894.

## Turf is cut at new Lincs & Notts Air Ambulance headquarters

Work has officially begun on a new home for Lincolnshire and Nottinghamshire Air Ambulance, with a turf cutting ceremony marking the occasion on February 28 at the brand-new site off the A15 Sleaford Road.

Chief Executive Officer Karen Jobling and Chief Pilot Llewys Ingamells were joined by former patient Ella Burgess-Wood and her family, as they all helped to put the first set of spades in the ground.

Four-year-old Ella was airlifted by our crew on board the Ambucropper on September 21, 2019, after her dad's car was involved in a collision with a lorry on the A17 near Cranwell while on the way home from her fourth birthday party.

At the turf cutting, Ella couldn't wait to muck in and help mark this huge milestone for the Charity.

With the helicopter currently operating from RAF Waddington and the charity HQ located at Bracebridge



Heath in Lincoln, the move will see staff and crew come together under one roof. And it will provide a unique opportunity to welcome former patients, schools, volunteers, donors and fundraisers to see the helicopter and how their support really makes a difference.

To support the funding of their new home, the Charity received a capital grant of £1.82million from the Department of Health and Social Care last year.

Once complete, the HQ will have its own purpose-built hangar with space to enable on-site engineering, along with housing for the charity's Critical Care Car

benefitting from direct access onto the road network for faster response times. There will also be an enhanced training facility for the crew.

Construction of the new headquarters is being led by Lindum Group and is due for completion by the end of 2020 with staff and crew anticipating moving into the new HQ and airbase and offices just before Christmas.

To keep up to date with the latest developments of this project, or if you'd like to find out more about the life-saving work of the Lincolnshire and Nottinghamshire Air Ambulance, visit [www.ambucropper.org.uk](http://www.ambucropper.org.uk)



Ella with Karen Jobling and Llewys Ingamells



## Rising success leads to new jobs opportunities

Chartered surveyor Banks Long & Co's property management team has hit new heights this year and is experiencing a surge in the amount of rental income collected for commercial clients.

The department's workload rose during 2019 and the team ended the year on a high note, having been contracted to look after in excess of 40 new commercial sites during the six months ended December and is collecting more than £3 million a year in additional rent.

Associate Director Sarah Pettefar said: "At the six months ended December, we were managing 17 new service charge budgets and collecting in excess of £3 million in additional rent annually. We are looking after clients with a wide range of properties, including those in Lincoln, Boston, Scunthorpe, Hull, Sheffield and even as far afield as Norfolk.

Colleague Associate Director Emma Surphlis said: "The nature of property management means that every site is different. By working closely with our clients, we can provide an exceptionally high level of service which meets each one's individual needs and ensures that properties under our management are well-maintained and comply with legislative requirements.



"Our level of responsibility varies according to each individual contract. In many cases it means much more than the collection of rent. We also deal with everything from maintenance works and major repair projects to health and safety compliance, the management of contractors, fire compliance and providing clients with lease and asset management advice. This ensure that their property portfolio is well-maintained and is also performing as an investment.

"We are delighted our department is enjoying ongoing success and we look forward to continued growth during the rest of this year."

## High five for Carrington as agency celebrates new client wins

PR and digital marketing agency Carrington Communications has kicked off 2020 with five new client wins across its full range of services.

Belvin Construction, Doddington Hall & Gardens, Lincoln College and The PharmPet Co have all joined Carrington's growing list of Lincoln-based clients in the new year, alongside the London-based luxury tailor Adam James Bespoke.

The new work includes PR, SEO, PPC and social media management, and follows a successful third year of trading for the fast-growing team.

Founder of Carrington Communications, Rob Tomkinson, said: "It's been a great start to the year so far. I'm so pleased that we're winning new work from such a varied mix of clients, including lots of successful local businesses and organisations - and across the full range of our specialisms too."

Lincoln College has appointed Carrington as its partner agency to help promote its courses and open days to potential students across the region.

Doddington Hall has rehired the agency after its PR campaign helped it to attract record visitor numbers to its house and gardens over Halloween and Christmas.

The PharmPet Co chose Carrington as



its digital marketing partner, with its new ecommerce site launching to the public in March 2020.

And for Nettleham-based Belvin Construction, its new partnership with Carrington is something of a reunion after the two started life in the same business incubator at nearby Bishop Grosseteste University.

In just three years, Carrington has built a client list of more than two dozen SMEs, startups and not-for-profit organisations. These include top 30 UK accountancy firm Duncan & Toplis, and civil engineering firm Minster Group, as well as well-known attractions Lincoln Drill Hall and Revesby Estate.

## Duncan & Toplis named 'Large Accountancy Practice of the Year'

The Top 30 UK accountancy practice was honoured for its excellent customer service at a national accountancy awards ceremony.

East Midlands based accountants, Duncan & Toplis, has been named Accountancy Large Practice of the Year at the IRIS Awards 2020.

Duncan & Toplis, which is also recognised as one of the UK's top 30 accountancy practices, won the Large Practice of the Year Award at a black-tie ceremony in Birmingham on Tuesday 11th February.

The awards are hosted by cloud accounting software group, IRIS Accountancy Solutions to celebrate excellence in the accountancy, HR, payroll and education sectors. The awards recognise leading individuals, managers, businesses and organisations who deliver outstanding service and results for their customers.

Duncan & Toplis was recognised for its commitment to supporting businesses and individuals across a range of sectors. In the past year, the practice has also expanded its client base and has restructured the business to a service led model.

This enables the business to deliver an even higher and more personalised level of client service and make the most of its



resources and expertise.

Duncan & Toplis' deputy managing director, Ian Phillips said: "The last year has been hugely successful for us and our first award win of 2020 reflects the incredible hard work of everyone across

the business. I couldn't be more proud of our team at Duncan & Toplis. Being named IRIS' Large Accountancy Practice of the Year is a huge honour, and it means all the more to us this year as we celebrate our 95th year in business.

"Being recognised for our excellence in customer service is a testament to the fantastic teams we have here at Duncan & Toplis and the relationships we've built with businesses in the East Midlands and beyond over 95 years."



## Ringrose Law launches new Conveyancing Fees Calculator

Ringrose Law Solicitors have recently launched their new Conveyancing Fees Calculator, providing people with an instant quotation when looking to buy, sell or re-mortgage their property.

Nowadays people want information at the touch of a button and are much more likely to spend their time looking for comparative quotes in their own home and at their own convenience.

The calculator tool allows people to not only receive an instant quote from the team but also the ability to accept the quote and begin their property transaction without even leaving their home!

The firm has been helping clients move home for over 40 years across Lincolnshire and Newark. Julie Atkinson, Head of the Residential Conveyancing Team and Director of the

Julie Atkinson

firm recently won the award for 'Best Individual Conveyancer of the Year' at the LFS Conveyancing Awards.

Julie comments; "I have worked in the Property Market for nearly 30 years in Lincolnshire and have seen lots of highs and lows in that time. We understand that clients want a service which is quicker, cost effective and more convenient for them.

"Whilst we strive to deliver that, we also remind clients that our dedicated and highly trained team are available on the high street and still provide a personalised service to clients. Unlike the larger faceless national conveyancing firms, we are available for clients to visit us should they wish to."

The Conveyancing Fees Calculator is the firm's first step in moving towards a digital service. Over the next few months the firm will be launching their online portal system, allowing clients to run their whole transaction through this.

For more information or to obtain a quote please go to [www.ringroslaw.co.uk/conveyancing-fees-calculator/](http://www.ringroslaw.co.uk/conveyancing-fees-calculator/)

## 2W Solutions partners with Lincoln-based tech company

2W Solutions, a business change and people development solutions consultancy have announced a partnership agreement with Lincoln tech company Selenity, a provider of finance and HR cloud technology.

The alignment of Selenity's innovative HR case management solution and 2W Solution's business change and people development offerings, will offer organisations a way to reduce their number of employee relations cases and create a more positive working environment.

2W Solutions bring with them over 60 years' experience of working across health and social care, complementing Selenity's own extensive experience in healthcare where they currently provide cloud technology to

over 200 NHS Trusts.

John Watkinson, Managing Director at 2W Solutions commented, "2W Solutions are delighted to be working in partnership with Selenity, as together we have complimentary skills and capabilities that will enhance the overall client experience.

We will add value, by working alongside Selenity in a partnership, to deliver a sustainable return on investment, aligning our consultancy services with the technology Selenity provide."

Carly Koch, Partner Manager at Selenity;

"We have a similar focus in terms of delivering quality solutions supported by many years of experience in people development and workforce innovation. We are looking forward to the opportunity to work together on projects, engaging with, and supporting organisations looking to achieve the highest standards of employee relations."



## Leading South Yorkshire corporate lawyer joins regional commercial law team

Sills & Betteridge LLP is delighted to announce the recent appointment of Partner Neil Large. Neil joins the firm with over 20 years' experience as a corporate and banking lawyer, with leading national and regional full-service law firms.

Neil specialises in the full range of corporate transactions including cross border, all types of debt and equity finance, and all aspects of company and commercial law. His clients include local, national and international businesses and their stakeholders, private equity and venture capital funds, business angel investors, banks, asset and trade finance lenders, MBO/MBI teams, high net worth individuals, entrepreneurs, and real estate investors and developers.

He will be based primarily in Doncaster and will also support his corporate and banking colleagues in the firm's Lincoln and Nottingham offices.

Neil said "I am delighted to join the Sills & Betteridge Corporate Team and to be given the opportunity to help drive and develop the firm's corporate and commercial practice throughout South Yorkshire and the East Midlands.

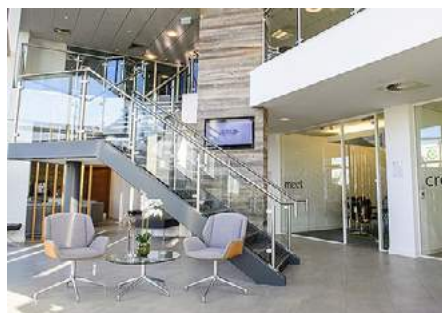
"Sills & Betteridge is a successful, forward thinking, highly progressive, and dynamic full-service law firm with a clear vision and commitment to invest in and grow its business legal services offering across all its offices. I'm excited to be



Neil Large

a part of that and looking forward to playing a productive role in its expansion strategy".

The appointment follows a successful first 18 months in Doncaster which recently included a merger with established solicitors practice Bridge Sanderson Munro.



## APSS shake it up with new office fit out

Lincolnshire-based commercial interior design and fit out business APSS has given a new lease of life to its offices following a significant refurbishment.

The company decided it was time for a makeover and created an office as good as the ones it designs for customers. The APSS design team put together new plans to modernise the layout and adapt it to a more collaborative way of working. This included creating new meeting areas which provide different heights to work at and has proven to help with staff wellbeing.

"By creating a brighter workspace which allows for the maximum natural light to

penetrate the office and meeting rooms alike, it is already a natural boost to your staff." explained Rachael Ladd, the designer behind the new look APSS office.

Located on Kingsley Road, Lincoln, APSS are specialists in commercial interiors, office refurbishments and retail interior fit outs – with national clients in sectors including education, healthcare, industrial, commercial and retail.

Stuart Marsland, Sales Director for APSS said: "It's great to be able to show customers the potential their offices have and inspire them to do something more than have single colour walls. A company's office needs to reflect its brand and personality.

"It has the ability to provide a lasting impression on customers and clients as well as provide a better working life for staff. We are happy to give businesspeople a look around to see if we can inspire them to make a difference in their staff's working lives."



## Lincolnshire Chamber launches translation service

Lincolnshire Chamber of Commerce have signed an agreement with PAB Languages Centre to confirm they will be official providers of the Chambers Translation Service.

PAB Languages will integrate their full-service offering, including the Sema4 package for exporters to the Chamber membership benefits offering.

This means members of Lincolnshire Chamber of Commerce will now have access to exclusive rates on translation services and Sema4 packages with the addition of expert support and guidance provided by PAB Languages Centre.

Simon Beardsley, Chief Executive at Lincolnshire Chamber of Commerce, said: "We are thrilled to announce our new partnership with PAB Languages. We deal with a lot of exporters, offering export documentation support and international trade events, so this partnership is a sensible fit, which adds an additional benefit to our current membership offering."

PAB Languages have been an extremely valuable member of the Chamber for a number of years now and we are really looking forward to seeing this partnership working come to light."

Chief Executive of PAB Languages, Iwona Lebedowicz, said: "We are delighted to have this service formally in place with Lincolnshire Chamber - we work with UK based businesses and exporters, delivering high quality services and enabling relationships



between people from different countries and bridging the gap between cultures.

"We are an active member of the Chamber and we are excited to work more closely with the organisation going

forward."

For more information about this offering please visit <https://www.lincs-chamber.co.uk/international-trade/trade-support/#translation>



## Events

**While we have some disruption to our events calendar, the following events are still set to go ahead as normal.**

### Presenting for Success Workshop

28th April  
Time: 8.45am – 4.30pm  
Cost: FREE  
Location: New Life Church, Sleaford

### Grow your Business Online using Social Media

5th May  
Time: 8.45am – 4.30pm  
Cost: FREE  
Location: Thonock Park, Gainsborough

### One Day Exports Programme

14th May  
Time: 9.00am – 4.00pm  
Member Price: £360 incl VAT  
Non-Member Price: £540 incl VAT  
Location: Commerce House, Lincoln

**For more events and bookings, please see our events page:**  
**[www.lincs-chamber.co.uk/events](http://www.lincs-chamber.co.uk/events) or call the team on 01522 523333.**

## Lincs & Notts Air Ambulance named as charity of the year by Lincolnshire Chamber of Commerce

Lincolnshire Chamber of Commerce is showing its support for Lincs & Notts Air Ambulance (LNAA) by making it their charity of the year for 2020/21.

Each year, Lincolnshire Chamber of Commerce asks for charity submissions from local organisations which are reviewed by the Board and this year LNAA emerged top.

The partnership was formally announced after Lincolnshire Chamber's Chief Executive, Simon Beardsley visited the charity's base at RAF Waddington to hear first-hand about the fantastic work they undertake.



Simon Beardsley, said: "Visiting site and speaking to the guys on the ground was a real eye-opener to say the least, the charity receives no direct Government funding, is not part of the NHS and the donations it receives are essential in helping to save lives and we are delighted to be part of those donations and supporting the Lincs & Notts Air Ambulance as our charity of

the year for 2020/21."

Karen Jobling, Chief Executive at Lincs & Notts Air Ambulance, said: "The Charity is in such an exciting phase of growth and development and so we're thankful to the Chamber of Commerce for choosing us as their charity of the year. The support of local businesses and organisations is a vital part of what keeps the service going,

delivering critical care to people when they are most in need."

Lincs & Notts Air Ambulance estimate it costs £2,500 for every mission that is taken on and a total of £4 million a year to keep the helicopter operational 24 hours a day.

To support the Lincs & Notts Air Ambulance and make a donation please visit [www.ambucopter.org.uk/](http://www.ambucopter.org.uk/)