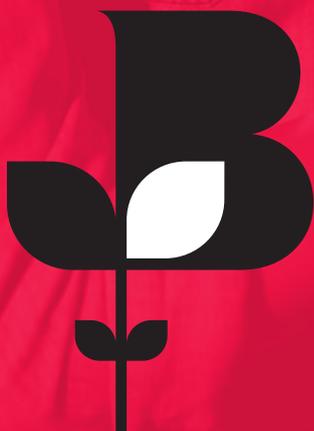


ANNUAL REPORT

2021 / 2022



West & North
Yorkshire Chamber
of Commerce

British Chambers of Commerce
Accredited

**DIRECTORS
APPOINTED AT
THE SEPTEMBER
2021 AGM**

CHAIR



Amanda Beresford
SCHOFIELD SWEENEY
Chair and Immediate Leeds Past
President

VICE CHAIR



Nick Garthwaite
CHRISTEYNS
Vice-Chair and Bradford Past
President

CHIEF EXECUTIVE



Sandy Needham DL
WEST & NORTH YORKSHIRE
CHAMBER
Chief Executive



PRESIDENTS



Victoria Wainwright
NAYLOR WINTERGILL
President
Bradford Chamber



Mike Briffett
CLARION HOUSING GROUP
President
Leeds Chamber



Laurence Beardmore
YORK EMPORIUM
President
York & North Yorkshire Chamber

VICE PRESIDENTS



Mark Cowgill
EXA NETWORKS
Vice President
Bradford Chamber



Dan Murray
LEEDS LIST
Vice President
Leeds Chamber

CHAMBER BOARD



Lee Underwood
AUTOHORN LIMITED



Nasreen Karim
PLATINUM PARTNERSHIP
Chamber BAME Business Committee
Chair



Chris Black
SOUND LEISURE



Craig Thomson
AIREDALE CHEMICAL



Andrew Digwood
ROLLITS LLP
Immediate York and North Yorkshire
Past President



Suzanne Watson
APPROACH PR
Immediate Bradford Past President

The last year has not been easy, for the businesses we serve, nor for the West & North Yorkshire Chamber itself, especially financially. Having said that, we have moved forward, introduced new services and ways of working to meet the changing needs of companies. The input of colleagues, committees, members, the Board and partners has been invaluable.

July 2021 was a month of changes as the three Leadership Groups appointed new Presidents – Laurence Beardmore for York & North Yorkshire, Mike Briffett for Leeds and Victoria Wainwright for Bradford. Having local representatives ensures that we remain connected to each place and take a local first approach to voicing your concerns and interests.

Past Presidents Bridget Meynell, Paula Dillon and Gerald Jennings left the Chamber Board in September and Mark Cowgill, Chris Black and Dan Murray were elected, bringing their experience of technology, manufacturing and marketing respectively.

Over the last year, we were not able to offer as many face-to-face meetings as before the pandemic, we held webinars, but the feedback was that they are less effective than physical events. In contrast, international traders struggling with new legislation welcomed online training courses, which saved time and money, so we increased the number significantly.

The Raising the Bar pledge to support the wider community was launched in 2021 and outstanding contributions were recognised at an event in November. Businesses had access to the Raising the Bar online benchmarking tool, that allows them

to measure and record their activities relating to education, employment, environment and community. We organised activities linking young people and manufacturers in both Leeds and Bradford, although these were largely delivered online in 2021. I would like to thank sponsors, speakers and contributors who made each of the initiatives possible.

Occupancy levels at our managed offices and industrial units has been high. In times of uncertainty, having a licence, rather than a lease, has given the flexibility that many companies needed in a time of change.

The Chamber has increased member engagement and recruited new members, including those led by people from the Black, Asian and Minority Ethnic (BAME) communities. We would like to thank the City of Bradford Metropolitan Council for their support through the Growth Deal, the West Yorkshire Combined Authority and Local Enterprise Partnership and the Chamber BAME Business Committee for their work, which helped us to achieve these results.

This is my last Chief Executive's Report so I would like to thank everyone who has contributed over the years to the changes, challenges and successes of the Chamber. It has been an honour to represent great businesses, to work in partnership and to make a difference to the areas in which the Chamber operates. I hope that my successor, James Mason, will have an equally interesting and enjoyable time working with and for members.

Sandy Needham
Chief Executive



After completing my term as President of the Leeds Chamber, I was pleased to take on the role of Chair of the West & North Yorkshire Chamber Board in September. At the 2021, Annual General Meeting members appointed three new directors to our Board of 14. They were Mark Cowgill of Exa Networks, Dan Murray of the Leeds List and Chris Black of Sound Leisure, bringing their experience from sectors not previously represented.

It had been our intention to hold face-to-face events during the year, but that was not possible due to the lockdowns and many businesses continuing to work from home into 2022. Fortunately, we were able to hold events, briefings and committee meetings online. Topics such as mental health and managing changing work patterns proved particularly popular. The Chamber was able to hold annual dinners between lockdowns in York, Bradford and Leeds. The Chamber was proud to host a visit by the Governor of the Bank of England, Andrew Bailey, on his first visit to the region since his appointment.

Most companies found it hard to work normally during the year and had little opportunity to support the wider community. Therefore, we postponed the Raising the Bar Awards and asked businesses to pledge to support an external

activity. We celebrated those who took up the challenge at an event hosted by Andrew Edward of BBC Radio Leeds, with Paul Cogan of Bettys & Taylors as the keynote speaker.

The team gradually left their bubbles and, by the end of the financial year, were working from the three offices and serviced workspace. The experience showed that some flexibility was welcome, so most colleagues now have the opportunity to work from home for part of the week.

Member companies continued to have difficulties in returning to pre-pandemic levels of business with lower levels of income and difficulties in recruiting staff. As a result, the Chamber's income from membership subscriptions was lower than budgeted. A recruitment event in March, supported by the Chamber's Black and Asian Minority Ethnic Business Committee was successful in attracting new contacts, who joined the Chamber and were able to draw on the financial support of Bradford Council.

International trade remained subdued throughout the last twelve months with levels falling by 25% in 2021 and 15% in 2022. There was an increase in demand for specialist export training increased and the team delivered all courses online.

The Chamber made a trading loss for the year and following the start of the war in Ukraine, dividends on the Chamber's investments fell by more than half from the previous year, affecting the financial outcome. You will find full details in the separate Financial Accounts to 31 March 2022 on the www.wnychamber.co.uk website.

The annual elections for membership of the Leadership Groups in Bradford, Leeds and York & North Yorkshire took place in July 2021, resulting in the recruitment of new members in each of the three geographical areas. Those groups and their sub-committees undertake valuable work sharing expertise, knowledge and views on topics of key concern to local companies of all sectors, sizes and location. Around 400 members share their expertise, views and concerns through committee activity. I would like to thank everyone involved.

I would also like to thank those who are patrons and sponsors for enabling the Chamber to deliver the manufacturing/education initiatives, the social impact initiative Raising the Bar and the Annual Dinners. We continue to connect, represent and support your business.

Amanda Beresford
Chair of the Board

**PRESIDENT'S CHARITY****Marie Curie**

As the UK's leading end of life charity, Marie Curie is here to support everyone in the UK through all aspects of dying, death and bereavement – and to fight for a society where everyone gets to have the best experience possible at the end of their lives.

Marie Curie Nurses, Hospices and Support Line help people – along with their family and friends – through their final years, months, days and hours of life – whether they have coronavirus, or any illness they're likely to die from. We've been here day and night, seven days a week, throughout the pandemic, providing frontline care and supporting the NHS. Our services help people to stay out of hospital, relieving pressure on the system and providing vital, specialist care for people unlikely to make a recovery.

Locally, the Marie Curie Hospice, Bradford, is a warm and welcoming place, where we have been providing expert care to people with a terminal illness, and their loved ones for 20 years now.



I'm pretty sure the majority of business owners would never want to repeat the past couple of years. As we have entered into an era of new challenges presented in the wake of the pandemic, business resilience has shone through, and we have definitely learned to 'roll with the punches'. The Chamber has continued to support and guide businesses throughout, via providing expertise, information and representing members across the city, ensuring that the business voice has been heard.

Our close working with Bradford Council helped ensure that Covid-related grants reached as many businesses as possible, while the local authority was also kind enough to fund a discount scheme to join the Chamber at a much-reduced cost. We've also worked closely with them on the campaign to bring Northern Powerhouse Rail into the city. Although that objective is yet to be realised, it has still been a busy 12 months supporting and representing the members.

Start-ups have been able to get extra profile via the Chamber's communications channels – the magazine, website, social media. Bradford's high number of exporting/importing firms, often handicapped due to Brexit, are being walked through the legislative changes since we left the EU via the expertise of Chamber International. Investment and development opportunities across our District are also being highlighted to external speculators. In addition, our Bradford Manufacturing Weeks initiative reached more than 3,000 young people in just ten days with experiences and events connecting schools and businesses to bring the sector to life.

Our Raising the Bar social impact initiative helped businesses of all sizes to achieve their aims. The inspirational 'Make A Pledge' campaign and recognition evening encouraged businesses to really think about what social impact they can have, highlighting the excellent work being done and encouraging others to follow.

This report underlines some of the successes of the last 12 months for Bradford and the other areas we cover. We know, through speaking with businesses on an almost daily basis, that times have been difficult, and this report shows how we are making a difference.

Victoria Wainwright
Bradford Chamber President



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LEEDS CHAMBER

As I look back on the last 12 months, I am reminded of the resilience, agility and sheer tenacity demonstrated by businesses across Leeds. History has shown that crises bring out the best in all of us, and we have seen first-hand throughout the pandemic the increased levels of collaboration across the public and private sectors. The innovation and agility demonstrated by firms to be able to trade against a backdrop of crippling uncertainty and volatility, as the virus and the Government's response to it evolved, has been a source of great pride. The collaboration between business and civic leaders has strengthened relationships and reminded all of us that we coexist in a complex and interwoven economy of producers, service providers, supply chains, customers and consumers. Each with a role that ultimately benefits those around us

In reflecting on the Chamber's role in supporting our members over the last year, we have continued to engage with policymakers on a range of matters, including a response to the hugely disappointing Integrated Rail Plan. Members across the city have shared with us their challenges and opportunities and we have reminded policy makers that without a functioning private sector we will struggle to grow our economy and create the job opportunities and productivity benefits which will enhance the city for everyone. I am pleased to say that on many issues, your voice is being heard as we help shape and influence important areas such as skills policy, transport priorities and post-Covid recovery plans.

I am proud to have taken over as Leeds Chamber President in July 2021 and am looking forward with optimism to continuing to support members across the city into the next year and beyond.

Mike Briffett
Leeds Chamber President

PRESIDENT'S CHARITY NSPCC

The NSPCC is the leading children's charity fighting to end child abuse in the UK and Channel Islands. Using voluntary donations, which make up around 90 per cent of our funding, we help children who've been abused to rebuild their lives, we protect children at risk, and we find the best ways of preventing child abuse from ever happening. So when a child needs a helping hand, we'll be there. When parents are finding it tough, we'll help. When laws need to change, or governments need to do more, we won't give up until things improve.

Our Childline service provides a safe, confidential place for children with no one else to turn to, whatever their worry, whenever they need help. Children can contact Childline 365 days a year.

Our free NSPCC helpline provides adults with a place they can get advice and support, share their concerns about a child or get general information about child protection. Adults can contact the helpline 365 days a year.

NSPCC



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YORK & NORTH YORKSHIRE CHAMBER

PRESIDENT'S CHARITY The Island

The Island is a well-established York based registered charity (1120420) supporting some of our most disadvantaged, vulnerable and isolated children and young people aged 8 to 18 to realise their potential through positive mentoring relationships and activities. All children and young people have undiscovered potential and through mentoring we can create "islands of time and space" for them to see and believe in themselves.

The Island believes in care, responsibility, respect and compassion resulting in positive outcomes on children and young people's attitudes, behaviour and skills. We support them to become more effective individuals who are then able to engage and contribute to their community.

For more information please visit The Island website:
www.theislandyork.org

With the regional recovery from COVID-19 well underway, it is fair to say that the signs emerging from sectors across our county demonstrate that demand has remained strong. Though not without significant challenges, York and North Yorkshire have experienced a remarkable bounce-back since the reopening in the summer, with many businesses reporting a sense of optimism when looking at the long-term picture. This confidence has been mirrored by the return of visitors and tourists to our towns and cities, with the welcome news that numbers are in fact, returning to their pre-pandemic levels.

As a series of headline-catching global events continue to irritate trade in the short-to-medium term, the Chamber Network has been fully engaged on each of these policy fronts, working with partners both local and national to ensure the voice of business is heard. More locally, on recruitment and skills, we have been in regular communication with our region's fantastic universities, colleges and schools, working to put business at the heart of the skills plan and improving the supply of skilled young people for the labour market. On transport, we have been supporting City of York Council on the recent campaign to situate the new Great British Railways national HQ in York. On devolution, the Chamber welcomed the announcement of a unitary council for North Yorkshire, putting the county in good stead for the election of a Mayor in 2023, a huge step that will finally deliver robust leadership.

I would like to thank our members for the resilience they have demonstrated throughout the pandemic and for helping the Chamber remain informed and up-to-date on the challenges they are facing. Our members continued engagement enables us to effectively leverage our efforts in support of the business community.

Laurence Beardmore
York & North Yorkshire Chamber President





Being the 'voice of business' among those taking decisions that affect the economy remains high on the Chamber's agenda. We have an array of business groups that make up our policy-making structure, including sector-specific and more general gatherings.

The level of knowledge, experience and expertise within those groups, combined with strong leadership and ambassadorial attributes of our presidents, vice-presidents and group chairs, puts the Chamber in the prime position to lead the way when it comes to representing and campaigning for our members. All the groups are fully supported by a highly-qualified team of professionals with many years of policy development experience.

Just a few policy areas are mentioned here, but the government announcement in November 2021 for a 'Levelling Up' White Paper to come before Parliament has also been key to the team's work and will remain so for the foreseeable future.

British Chambers

Activity across the British Chambers network increased significantly over the last year as policy colleagues helped establish eight new working groups to build a national response to issues affecting our collective membership. Activities include a focus on economic & tax policy, transport & infrastructure, a national response to clean air zones, planning and employment land, international trade policy and most recently, formulating a national and northern Chamber response to levelling up ambitions.

Economy

The Chamber continues to actively monitor the state of the regional economy through its influential Quarterly Economic Survey. Now in its 33rd year, the survey continues to provide a timely and accurate finger on the pulse about the issues and opportunities facing regional firms. Over the course of 2021 and

2022, we have raised our concerns over increasing inflationary pressures, spiralling cost and availability of raw materials and in the latter half of the year, the availability of talent and skills across the region.

Environment

Increasingly businesses are taking steps to review their environmental credentials and the Chamber Environment Group has been working to establish a Green Business Hub, which is intended to help companies on their journey to net-zero. The Chamber recognises that businesses will need to play their part if we are to reach ambitious local, regional and national targets and that this will create challenges and opportunities for regional firms. The Green Business Hub will include 'how to' guides, case studies, podcasts and other support material to help firms transition to a low carbon economy. Details can be found on our website here www.wnychamber.co.uk/green-business-hub/

Transport & Infrastructure

Following the release of the Integrated Rail Plan, which was received with near-universal disappointment from stakeholders across the region, the Chamber Policy team has continued to make a case for high-speed rail investment in West and North Yorkshire. Engaging directly with senior Government Ministers, Select Committees and Officials, the Policy team has been active and readily supporting WYCA, Bradford Council and other regional partners in the building of a coalition that aims to hold the Government to its infrastructure commitments. More locally, the completion of around £161m worth of investment into Leeds Station came as welcome news. This follows more than a decade of campaigning by the Chamber for Network Rail and Government to recognise the role of Leeds station as the gateway into Yorkshire's largest economic centre.



Guided by the Chamber's policy groups, made up of the region's leading decision-makers, operators and stakeholders, we have contributed evidence and hosted member engagements on local issues such as bus franchising, active travel, de-carbonising transport and improving freight services. Elsewhere, the Policy team have regularly consulted Highways England, making the business case for improvements to a number of regional arteries, namely the York Outer Ring Road and A64.

Technology

At the request of members, the Chamber's Policy team has established a Tech Group in order to better support the region's technology firms. The Group will provide a platform for tech businesses of all sizes to come together in order to stay informed, influence local/national decision-makers and have the opportunity to address common obstacles. Led by Leeds Chamber Vice President Dan Murray, the Group features businesses operating across a number of different tech sub-sectors, who are expected to consider a wide-ranging number of issues that will affect the broader economy of West & North Yorkshire. Following initial roundtables, the decision was taken to split the Group into three subgroups, with a subgroup addressing Leeds, Bradford and York & North Yorkshire, respectively. Chamber research has found that whilst there are certainly shared challenges, each city features unique barriers to growth that will require resolute individual focus.

Policy Events

A full programme of in-person policy events was curtailed for a large part of the year due to the pandemic-related restrictions. Not to be outdone, though, we've been able to hold various policy-related events, both virtually and in-person, when the restrictions were finally relaxed.

Property Forums discussed the importance of built environment issues to future economic growth; the Bank of England's Yorkshire & Humber representatives revealed their current forecasts and sought input from businesses to help inform future monetary policy decision-making; our Quarterly Economic Survey results were shared at stakeholder meetings, with businesses invited to sense-check the findings.

We've also facilitated site visits via our Property Forums - in York, attendees have seen the Helmsley Group's plans to redevelop a run-down Coney Street in the heart of the city, including on the riverside. Plans to develop a 4,000 capacity music venue in the centre of Bradford, which will help to galvanise that city's night-time economy, have also been seen first-hand by local businesses, thanks to the Chamber.

West Yorkshire's new (in 2021) Mayor, Tracy Brabin, also visited the Chamber in early 2022, speaking exclusively to our Black, Asian & Minority Ethnic Committee.



**YOUR CHAMBER
YOUR BUSINESS**

**CONNECTING
YOUR BUSINESS**

**SUPPORTING
YOUR BUSINESS**

**REPRESENTING
YOUR BUSINESS**

Join the ultimate business network to be connected, supported & represented.

- Connect with new clients and suppliers
- Learn new skills
- Gain insights on business topics
- Publish your business news
- Promote your services to members
- Access the online finance finder tool
- Socialise with the business community
- Use the online members directory
- Join the conversation on social media

- Legal advice line and website
- Your HR team online and on the phone
- Learn how to be an import export expert
- Keep your staff healthy and motivated
- Get paid for the work you do
- Measure, improve & celebrate your social impact
- Keep updated with the latest information
- Give your business a home
- Build relationships with international Chambers

- Contribute to the debate
- Have your voice heard
- Influence decision makers
- Engage with education
- Local and national representation
- Information on infrastructure projects
- Members lead the way
- Be part of a business network
- Help, advice and signposting

New West and North Yorkshire Business website

Marketing launched the new West and North Yorkshire Business website, which is the platform for members to promote their business. The website enhances the member experience by allowing members to upload and manage their own press releases, create and manage member offers and view the Chamber's West and North Yorkshire Business magazine, all in one place.

Media

The Chamber was featured in 160 news articles with an estimated coverage of 2.8 million. Following on social media increased by 53% on LinkedIn, 0.6% on Twitter & 31% on Facebook.

Joint Campaigns with Members

Throughout 2021/22, the Chamber contributed to numerous social media campaigns, helping to promote the work of member businesses. COP26 took place in Glasgow from 31st October - 13th November, and the Chamber took this opportunity to celebrate the efforts members had made to reduce their impact on the environment. During the two-week-long event, the Chamber shared inspirational stories and case studies from members who had gone above and beyond in doing their bit to tackle the climate emergency.

International Women's Day followed on 8th March, and in the lead up to the occasion, the Chamber conducted a campaign to share advice from women across its network. Those involved included; Kersten England, CEO of Bradford Council, Mandy Ridyard, FD of Produmax, and Eve Roodhouse, Chief Officer for Culture & Economy at Leeds City Council. The aim of the campaign was to inspire the next generation of budding female leaders and break the bias surrounding women in the workplace.



Membership retention averaged above target at 88% throughout the year, with 95% of our Executive and Patron members renewing. We gained seven new Executive Members and two new Patrons throughout the year.

One-third of the members recruited on last year's Leeds City Region Enterprise Partnership (LEP) Growth Deal have renewed at full price. We've formed a regular meeting group with the LEP and other business support stakeholders to share best practices and information for businesses across the District.

We also received funding from the Additional Restrictions Grant from Bradford Council, which enabled us to give Bradford based businesses with less than 50 employees a 75% off Chamber membership and 13 months for the price of 12. This funding helped small businesses recover and grow by providing essential business support services at a reduced rate for their first year of Chamber membership.

In July 2021, we launched the new WNY Chamber Portal, giving customers the facility to access their accounts and manage their Chamber membership online. Members can now view and download invoices, pay balances and manage their payment methods.

Chamber celebrated 170 years

In September, the Chamber celebrated its 170th Annual General Meeting. The Chamber has connected, supported and represented business since 1851, and is committed to continue doing so.



Virtual meetings with real results

12 EVENTS

West & North Yorkshire Chamber

In the first half of the year, The Chamber continued to deliver free webinars to support member businesses on topics such as 'Unlocking The Regions Potential' in partnership with PwC, 'Promoting Your Business in a Post-Pandemic Market', 'Improving Tender Win Rates' and 'Fraud Awareness' in partnership with HSBC.

The second half of the year saw The Chamber move back to in-person events in September with Executive Lunches, Business Lunches, Pure Networking events and all three Chamber Annual Dinners.

York & North Yorkshire Chamber Annual Dinner was held in September at the National Railway Museum attended by 250 guests who celebrated business in York and enjoyed the speech by Rev Richard Coles, who regaled the audience with excerpts from his career.

Leeds Chamber Annual Dinner took place in October at Aspire with keynote speaker Joanna Place, Chief Operating Officer for the Bank of England, addressing over 130 guests.

Bradford Chamber Annual Dinner was held at The Midland Hotel in November. Over 140 guests were treated to an audience with award-winning broadcaster and television presenter Steph McGovern who shared some of the more amusing exploits from her career.

The annual dinners raised a massive £4206 for the three Presidents' charities.

Towards the end of the year, The Chamber also hosted the York Chamber Christmas Lunch with speeches from the York President - Laurence Beardmore and guest speaker Guy Armitage, Managing Director of York Handmade Brick Co.

Through our partnership with British Chamber of Commerce members have had the opportunity to hear from:

- Emily Thornberry MP, Shadow Attorney General for England and Wales
- Nancy Kelly, CEO, Stonewall
- Jonathan Knott, HM Trade Commissioner for the LATAC region and Consul General São Paulo



13 RAISING THE BAR

Make a Pledge Campaign

The Chamber continued its Make a Pledge campaign, encouraging businesses of all sizes and sectors to vocalise how they planned to improve their social impact. The campaign focused on promoting the fantastic work of businesses in four key areas, Community, Environment, Education and Economy. 39 pledges were made in total. In November, The Chamber held a recognition event to credit those who had gone the extra mile and accomplished what they set out to achieve.

Yorkshire Businesses Raise the Bar

The Raising the Bar initiative also helped connect businesses in the Chamber network with charities and not-for-profits looking for help. After seeing an appeal from the Give a Duck Foundation posted on the Raising the Bar website, dedicated staff from national consultancy firm Curtins donated £330.

"The Chamber's Raising the Bar initiative has helped us connect and make a difference within our local community."

Joel Cortez, Intellistart

"We really valued entering the awards and using the benchmarking tool as part of the Chamber's Raising the Bar social impact for business initiative."

Chamber Green Team

The Chamber's Green Team have continued to work on improving the green credentials of the Chamber. This includes

- Enhanced communications to internal stakeholders
- Implemented more segmented waste recycling bins and signage
- Reviewed the way tenants recycle to assist them in doing more
- Investigated green energy contracts ready to implement at renewal





14 INTERNATIONAL

Supporting global trade amid Brexit and C-19 upheavals

Solid preparation and research throughout the Brexit transition year enabled Chamber International to offer crucial practical support, and valuable technical insights, to businesses trading in the bumpy new era created by the UK's departure from the EU and the massive upheaval created by the global pandemic.

Many companies faced unexpected increases in structural costs, and significant complexities brought about by the EU-UK Trade and Cooperation Agreement (TCA).

New Trading Environment

The new trading environment saw the loss of a common VAT area, new specific rules of origin and the need for customs entries against a wider backdrop of container shortages, port congestion and a sharp increase in freight rates.

The formidable expertise of Chamber International senior associate Mette Werdelin Azzam, a leading expert in rules of origin and trade agreements, and our customs brokers handled hundreds of requests for help in meeting the new rules, managing new duty and tax liabilities and filing customs declarations.

Training Success

During the year, 75 training courses and virtual workshops, attracted 489 attendees, half from outside Yorkshire. Notable delegates included global management consultants McKinsey & Company Inc., Dusseldorf, for the Brexit HMRC Audit workshop in November 2021.

A special series of Brexit-related courses were repeated throughout the year included Rules of Origin, Customs Record-Keeping Requirements and Moving Goods Under the Northern Ireland Protocol.

Events and Awareness

In September, HM Middle East trade commissioner and Dubai consul general, Simon Penney was keynote speaker at an event organised by Chamber International and compared by former BBC presenter, John Hammond to showcase opportunities for UK exporters in the seven countries that comprise the Gulf Cooperation Council.

In November, we worked with long-term partners, The Hong Kong Trade Development Council, on an event that put Chamber International in front of a global audience during a live webinar from Hong Kong addressed by Hong Kong chief executive Carrie Lam.

Chamber International was again represented at the World Trade Organisation (WTO) in Geneva during the 4-day Public Forum in October.

The event, a high-level gathering of more than 3000 trade officials, dealt with key themes of trading through the pandemic and global trade recovery.

We also chaired, for the second time, the annual European Regional Impartiality Committee for FTSE 100 product testing and certification company, Intertek PLC which was attended by representatives from the company's offices in Germany, Italy, Spain, UK, Saudi Arabia.

We work with companies to build their capability for international trade, develop workforce skills and drive operational improvements.

Core services include:

- Advisory services
- Training programme
- Certification of trade documents



PROPERTY 15

The Chamber's Property Team has continued to support tenants and provide and maintain high quality, flexible space. As a result, tenant turnover has been low, and occupancy and rental income have increased.

There has been further investment in green technology across the estate throughout the year.

- Installation of smart EV chargers at Bradford Chamber Business Park
- Changed external induction lighting to LED lighting at Commerce Court

The hybrid workshop units at Bradford Chamber Business Park have remained entirely let throughout the year. The office space at Chamber Hub has provided high quality serviced space for eight businesses.

The 119 managed offices and workshops across Bradford provide a home for 90 businesses, employing 356 people, an increase of 3.4%

The Chamber's Property Team have helped 12 businesses to develop and grow within the Chamber's portfolio or move on to their own premises. 19 young businesses have been provided with virtual office support.



Chamber Hub



Bradford Chamber Business Park



City Hub



Commerce Court



16 START-UP BUSINESS SUPPORT

Start Up Support

Covid continued to have an impact on the delivery of support overall, with a switch to virtual events for Business Start-up supports delivered through our ERDF funded programme, Ad:Venture.

Support for businesses in distress due to COVID was delivered through additional funding from BEIS through our Innovate UK contract and included guidance and support for survival and growth. This activity was concluded at the end of March 2022, with a further 65 companies receiving intensive support.

Over 600 High Growth start-up businesses were supported across the Leeds City Region through our two Business Support programmes. Ad:Venture supports - high growth businesses from pre-start up to 36 months old and Innovate UK Edge - supporting Innovative High Growth companies.

- 53 companies received individual support with their Internationalisation strategy with only 28 companies receiving support to locate overseas partners - Brexit was the greatest impact on delivery and nervousness from companies surrounding trade agreements and increase costs.

CASE STUDY

Elite Marketing and Communications was set up by Gemma Dunn at the end of 2020 after she left her job as head of marketing, PR and comms at Bradford College.

Gemma was recommended AD:VENTURE by a business acquaintance who had benefited from their advice.

She was given an adviser to work with who helped her with tasks like creating a business plan and putting her in touch with other organisations or services that could help, like getting an accountant.

But it was the regular catch-up chats with the adviser, Tim Gillies, that really helped, says Gemma.

“It was like having a colleague in the background to sense check things. As well as the practical issues like the business plan, he helped build my confidence and help me along the roadmap of a new business.”

Gemma also attended several webinars run by AD:VENTURE, including sessions on social media and SEO. These she found were not just useful for the content, but also the contacts.

“The webinars are great for networking with other business owners and have generated quite a bit of client work, and they have linked me with other experts I can work with,” says Gemma.

AD:VENTURE has also introduced Gemma to SEO, IP and website expert Scott Sellars at West and North Yorkshire Chamber of Commerce, who is giving her one-to-one advice on her own website.

Gemma is currently considering applying for a grant through AD:VENTURE to pay for new equipment.

She is working with a range of clients including a plumber, a candle-maker, an author, a research agency, a student accommodation provider, two colleges and a life sciences and pharmaceutical agency.



SUPPORT 17

Bradford Manufacturing Weeks

In keeping with the post-pandemic trends, Bradford Manufacturing Weeks returned in 2021 with a more hybrid approach. Throughout the two-week long event, almost 3,000 young people from the Bradford District engaged with site-tours, virtual Q&A sessions, workshops and more. For the first time in its 4-year history, Bradford Manufacturing Weeks also hosted a ‘Women in Manufacturing’ event at Bradford Girls Grammar School, which saw female manufacturing leaders from a range of organisations unite to inspire the next generation of budding leaders.

BGGGS student Sanah Nisa said: “It was fascinating listening to the women on the manufacturing panel at school - they were so honest about their experiences and gave us great guidance and advice. It was a surprise to hear about the different opportunities there are in manufacturing - it certainly isn't like I imagined and has made me want to find out more about the career options there are.”

Leeds Manufacturing Festival

The festival offered a series of online local events, virtually opening manufacturers’ doors to young people, schools and local communities.

A series of webinars ran on several topics to raise the profile of manufacturing and support manufacturers to attract the next generation of young people.

Language Scholarships

The John Speak Language Trust supported 13 individuals working or studying overseas to improve their foreign language skills. Bursaries for six to twelve months ranged from £1,500 to £2,500 with recipients studying in Spain, Germany, Italy, Kosovo, France and China.

Students sent regular updates in their chosen language for review by a team of volunteers and translation companies, who gave their services free of charge to support this initiative. The Trust has been running since 1924 with the aim of developing language skills that can be used in UK international trade.



REPRESENTATION

544

meetings with policy makers, ministers, civil servants and politicians



PROPERTY

119 managed offices and workshops across Bradford

Tenant businesses provide employment for **356** people, an increase of **3.4%**



SOCIAL MEDIA

53%

Increase in LinkedIn followers

3,101 LinkedIn engagements



RAISING THE BAR

39

pledges were made

96 Social impact stories shared



INTERNATIONAL TRADE

14,668

Trade documents certified

Value of trade **£260,843,824**

75 Training courses delivered on international trade with 489 delegates

Submitted 211 Customs entries



PRESS COVERAGE

The Chamber was featured in **160** news articles with an estimated coverage of **2.8 million**.



MEMBERSHIP

£20,441,000

saved by members through the Chamber Roadside Assistance scheme in partnership with the AA.

95% of Patron and Executive members renewed

Retained 88% of members



CHARITIES

£4,206

Raised for Chamber charities



EVENTS

57

online events with **1,028** attendees

52

in person events with **1,110** attendees



START UP

Over **600** High Growth start-up businesses were supported across the Leeds City Region through our two Business Support programmes.



Ad:Venture supports high growth businesses from pre-start up to 36 months old and Innovate UK Edge - supporting Innovative High Growth companies.

MANUFACTURING

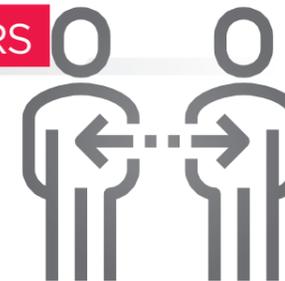
101

manufacturers supported through individual advisory support and events



MEMBER OFFERS

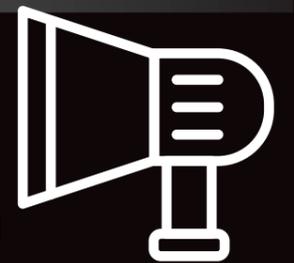
90 Member to member offers were published



PROMOTION

364

member news articles published



LEGAL ADVICE LINE

70% increase in usage of the Chamber Legal Advice Line and online document library saving members an estimated **£46,615** in fees.



WEST & NORTH YORKSHIRE CHAMBER PATRONS 2021/2022

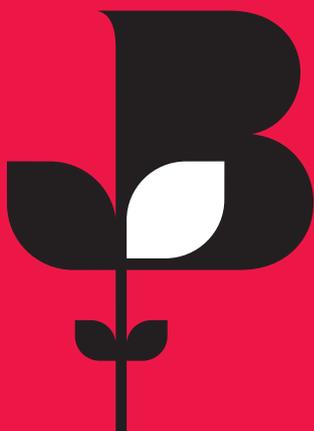


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