

FEBRUARY 2023 | MARKETING AND BUSINESS GROWTH

# BUSINESS BULLETIN

## **Aberdeen energy boss on going global**

Vysus Group Chief Executive discusses his vision for the future.

*Page 10*

## **What makes a great advert?**

Three North-east marketing experts share their favourite campaigns.

*Page 16*

## **Chamber launches 2023 Business Breakfast series**

BBC Chief Executive to headline Chamber's new event series.

*Page 39*

**Exclusive:  
Hollywood social  
media guru to  
share his secrets  
in Aberdeen**



**Aberdeen &  
Grampian  
Chamber of  
Commerce**





# 2023 ECITB PROJECT MANAGEMENT CONFERENCE

31<sup>st</sup> May 2023 | Beach Ballroom, Aberdeen

## Shaping our Energy Future - Project Managing the Change

The transition to a different energy future is underway, and all around us, we see huge change. From provision of alternative energy generation, to securing our energy supply and adapting our energy use, we have much to do. Projects are in planning, in progress and coming to completion. And all of this is set against a background of a tight labour market, skills shortages and worsening economic conditions.

How do we maintain and grow PM capability to keep pace with the demands on us?

How do we keep producing from existing energy resources?

What skills are required in green energy projects, and how do people gain and improve them?

What tools and techniques can help us in project controls and management?

Where are the examples of best practice?

How do we promote and take advantage of diversity and inclusion in our workforce?

Where can we get new thinking to help us do things better?



Register now at [ecitb.org.uk/pm-conference](https://ecitb.org.uk/pm-conference)



## Aberdeen & Grampian Chamber of Commerce

The Hub  
Exploration Drive  
Aberdeen Energy Park  
Bridge of Don  
Aberdeen  
AB23 8GX

T 01224 343900  
E [info@agcc.co.uk](mailto:info@agcc.co.uk)  
[www.agcc.co.uk](http://www.agcc.co.uk)

**Affiliated Chambers**  
Moray

### Bulletin Team



#### Editor

Ryan Crighton  
T 01224 343926  
E [bulletin@agcc.co.uk](mailto:bulletin@agcc.co.uk)



#### Advertising

Pauline Western  
T 01224 343919  
E [pauline.western@agcc.co.uk](mailto:pauline.western@agcc.co.uk)



#### Design & production

Andrew Taylor  
T 01224 343934  
E [production@agcc.co.uk](mailto:production@agcc.co.uk)



#### Editorial

Cody Mowbray  
T 01224 343936  
E [cody.mowbray@agcc.co.uk](mailto:cody.mowbray@agcc.co.uk)

**Not a member yet?  
Come join our network!**



# Contents

FEBRUARY 2023

Focus on [Marketing and Business Growth](#)



10

**Vysus Group going global from Aberdeen HQ**



28

**Social media guru to share his secrets in Aberdeen**



40

**Scottish Enterprise investing in North-east economy**

## Regulars

PAGE |

### HOT TOPIC

Your thoughts on the burning issues of the day

16

### POLICY UPDATE

Ryan Crighton, AGCC

24

### TRAINING CALENDAR

Upcoming courses

42

### INTERNATIONAL UPDATE

Anne-Marie Martin, BCC

51

### ON THE MOVE

Who is going places in the region?

52



# A belated Happy New Year to all of our members, but what will it hold?

**With this first edition of 2023 of Business Bulletin focusing on marketing and business growth, it felt appropriate to take a look under the bonnet at the strategic plans and SWOT analysis of an organisation that doesn't actually exist, but we are all heavily invested in. North East Scotland (NES) plc.**

Since 2015, the "Board" of NES has been delivering strongly against its Regional Economic Strategy (RES). With representatives from Universities, big business, Opportunity North East, Scottish Enterprise, the Chamber and local authorities among others taking collective stewardship of the big ticket items that already are and will continue to shape our future economy.

However, it would be fair to say that although NES plc is characterised as having a strong and active senior management team, it does lack the overall focal point of a single charismatic leader of the type that have driven positive change in other successful parts of the UK in the recent past and currently taking the form of high profile Metro Mayors in some English regions.

It's also important that all of the participants share and demonstrate the same definition of working in partnership and play their 'A' game when collectively bidding for projects and funding.

The Aberdeen City Region Deal has been a key element of the RES and is viewed as being one of the most successful in the UK based on pace of delivery and additional funds leveraged. The deal was signed in 2016 with £250million of funding provided evenly by UK and Scottish Governments but by early 2022 this had increased to in excess of

£1billion as a result of this additional investment with 68% of this having already been spent.

So focus is now turning to what's next including how we ensure Scottish Government's generous Just Transition Fund is strategically deployed to attract matched Levelling Up funding from Westminster and ensure optimum economic return.

A refresh of the RES covering the period 2023-2035 is now at an advanced stage and once signed off, the focus will switch to the accompanying action plan. This will include a range of projects and initiatives that will be led and delivered by designated partner organisations - including AGCC - based on their areas of skill and expertise.

This is aligned with the Chamber's focus on being known for doing stuff rather than just talking about it and contributes to our aim of helping to create the conditions for a buoyant and diversified regional economy that will enable our business community to succeed, enhancing quality of life for our residents.

Everyone is clear that public finances are stretched like never before but it's vital that this doesn't lead to lack of vision and ambition. The Chamber believes that it is the role of local government to create the framework and conditions that will act as a catalyst to enable the private sector, investors, companies and entrepreneurs to do their bit. Unchecked, simply repeating that there's no money will become a damaging, self-fulfilling prophecy.

Our 2022 Investment Tracker tells us that over £3billion of major infrastructure and regeneration

projects have been delivered in the region since 2017 with a future pipeline in excess of £12billion. This year's edition is due to publish in the Spring and will provide further evidence of a this being a region where things are happening - in contrast to much of the public discourse from a vocal negative minority of our population who would have you believe, Private Fraser style, that we're doomed, doomed I tell ye.

We all have a role to play, as residents and business people to take control of the narrative, to drown out the naysayers. If we don't talk ourselves up, no one else is going to do it for us and we will lose out - in a highly competitive environment - on retaining and attracting the talented people and ambitious businesses we'll need if we are to achieve our ambitions.

Remember to use the excellent resources in the toolkit at [www.abzolutely.com](http://www.abzolutely.com) which will be refreshed and updated over the next few months.

Through the Regional Inward Investment Forum, the Chamber plans to support the Invest Aberdeen team to take a more targeted and data driven approach to its activities. And we'll continue to work closely with colleagues at Visit Aberdeenshire to build on the incredible global exposure the region received last Autumn as the late Queen's favourite place on the planet, as well as our credentials as a world class location for business events and conferences.

Tourism, alongside food and drink, agri and fisheries, life sciences, digital and energy is one of the five key growth sectors for the North-east. We already have world class people, companies and supply



chains operating in all of these areas and a significant range of investments and development initiatives aimed at further strengthening this and creating a more diversified future economy.

However, the cash cow remains our energy sector and we have a once in a lifetime opportunity to build on half a century of being leading innovators in oil and gas exploration and production by becoming a globally significant renewable energy hub. But this status needs to be earned and that requires supportive policy from both of our governments- something which is currently firmly in the 'Threats' quadrant on our SWOT.

It's already clear with oil prices back to pre-Ukraine conflict levels that the sector is not making exceptional excess profits and the blunt instrument that is the EPL is already leading to de-investment in the North Sea at exactly the time we need it most. Both to ensure our future domestic energy security and that we take advantage of our natural resources and early mover advantages in renewables activity.

Allied to this Westminster tax, the recently published Scottish Government draft energy strategy aims to accelerate the decline of the North Sea oil and gas sector risking serious negative long term consequences for our regional economy.

Further adding to this is the fact that the Scottish CCUS cluster with Acorn at its heart remains in 'reserve status', despite all of the evidence telling us that the UK needs five scale carbon capture and storage hubs if it's to meet its climate goals.

And to add insult to injury, we were told last month that the compelling North East Green Freeport bid has been unsuccessful. It would have unlocked over £8billion of GVA and more than 30,000 jobs here, but once again this region is overlooked and taken for granted and in their wisdom, the status has been awarded to Cromarty and Forth. Maybe they thought they were announcing the shipping forecast?

Despite this, NES plc has a growth strategy with some momentum but, as with all organisations, it must ensure its marketing is laser focused and on point, address its weaknesses and seek to mitigate the external factors that risk derailing those plans.

If we do that, it could just be a very happy next few new years.



**Russell Borthwick**  
*Chief Executive*





# Our premier partners

As well as helping our member businesses to be better through a range of activities, the Chamber is committed to investing a significant amount of energy in moving forward the economic growth agenda and lobbying for change on key issues to create the conditions for success. Our regional renaissance.

Without the support of our Premier Partners, we would not be able to undertake much of the good work that we do. Their engagement is hugely valued and appreciated.



**Aberdeen International Airport**

**Baker Hughes**



**First Bus**



**NEPTUNE ENERGY**



**openreach**

**P&J LIVE**

**PETERSON**



**SNF**



**subsea 7**

STEWART  
**Milne**  
GROUP

**STORK**



**wood.**







Ian Ord

## Continued international growth for Aberdeen marketing agency

International B2B marketing agency Fifth Ring is predicting further growth after a strong 2022, which saw 18 new members of staff join the organisation.

The Aberdeen-headquartered company, which also has offices in Houston and Singapore, is predicting year-on-year revenue will be up £1.5million for the current financial year compared to 2021/2022 figures.

Fifth Ring CEO Ian Ord said: "It has been a remarkable 12 months, which is a testament to the hard work and dedication of the talented people in all of our teams around the globe. While we are headquartered in Aberdeen, our client base is truly international, and we enjoy strong relationships with organisations in countries across the Middle East, Asia and the Americas, as well as those closer to home such as Norway, Sweden, France, Germany and of course the UK.

"We have welcomed new clients across multiple industries as we help them build their brands and their business, and the expansion into new areas is something we are all proud of."

Employing 50 people, the company was ranked as the highest performing Scottish Agency by the B2B Marketing UK Agencies Benchmarking Report in 2022, and has been shortlisted for several industry awards in the last 12 months.

Due to its continued growth, the company, which offers a variety of services including brand development, web design, creative, inbound marketing, lead generation and public and media relations, moved to bigger premises in Singapore late last year.

And that sense of change is something that is not new to the company.

"Our business is about change," said Ian. "We change buying behaviours, brand perception, performance and ultimately our clients' bottom line. It's change for good at every level.

"With continued growth in all three offices, this is certainly an exciting time for us. And with the continual development of new products and investment in our people, I am certain we will go from strength to strength in 2023."



Angela McAuslan-Kelly

## Princeton offer takes Angela from North-east to New Jersey

Robert Gordon's College pupil, Angela McAuslan-Kelly (17), has been offered an academic scholarship at Princeton University, New Jersey. Moving to the Ivy League university in August 2023 she will major in History, with a minor in German.

Highlighting her interest in studying in the United States, the dream became a possibility after Angela spoke with Miss Howie, Teacher of PE. Angela shared: "At the start of March 2022 I had a chat with Miss Howie about the possibility of studying in the US and combining this with my athletics training. Before that, I had never even considered the possibility."

"I'm really looking forward to being able to study history more in depth and picking really specific courses I know I will love like Russian and Eastern European history. As well as training together with a team of athletes at a remarkable standard, who are also lovely.

"I want to experience as many things as possible and take advantage of new opportunities. I am also looking forward to a change of location and getting to experience how different life will be in a new continent. I love a good adventure!"

Congratulating Angela, Mrs Smith, Head of Senior School commented: "We are very proud of Angela and delighted all her hard work has paid off. This is such a fantastic opportunity for her; we look forward to keeping in touch and hearing all about her adventures."



# Welcome to the Chamber



## ZLX Business Solutions

A leading research and development (R&D) tax credit specialist, ZLX Business Solutions specialises in tax compliance, raising finance, restructuring, and market repositioning for clients across the energy, construction, food & drink, and agriculture sectors. With offices in Aberdeen and Glasgow, the company's team of experienced consultants, including accountancy, engineering and legal experts, identify projects eligible for R&D tax credits, land remediation or capital allowance tax relief and navigate clients through the claims process.

**T** 01224 013374  
**W** [www.zlx.co.uk](http://www.zlx.co.uk)  
**E** [hello@zlx.co.uk](mailto:hello@zlx.co.uk)  
**C** Stephen McCallion, CEO



## Ogilvie Construction

Ogilvie Construction Ltd is Ogilvie Group's founding company established in Stirling in 1946 to become one of Scotland's largest privately owned construction companies. Our focus is to make a positive impact on the construction of a modern Scotland. As a family-owned company, we recognise that commitment, enthusiasm and good old fashioned hard work are essential to maintain our reputation for trust, quality and delivery. Working in partnership with our clients - both formally and informally - we are aware that it is essential to understand their key drivers in order to build projects to exceed their requirements and expectations.

**T** 07407 899769 / 07551 010108  
**W** [www.ogilvie-construction.co.uk](http://www.ogilvie-construction.co.uk)  
**E** [Ryan.Green2@Ogilvie.co.uk](mailto:Ryan.Green2@Ogilvie.co.uk)  
[David.Mason@ogilvie.co.uk](mailto:David.Mason@ogilvie.co.uk)  
**C** Ryan Green, Commercial Manager  
David Mason, Operations Director - North



## DST-CHEMICALS A/S

DST-CHEMICALS A/S help people all over the world streamline industrial cleaning processes. The company manufacture and supply chemicals for cleaning, degreasing, passivation and derusting across a wide range of industries. DST-CHEMICALS A/S specialise in finding the right solution and chemistry to solve your business-critical challenges and stick to its promise by providing after-sales service making sure your requirements are met every day. Its state of the art laboratory combines R&D with experience and is able to see your complete operation and requirements in a bigger picture and turns that into product innovation and pure performance.

**T** 07716 163870  
**W** [www.dstchemicals.com](http://www.dstchemicals.com)  
**E** [mmu@dstchemicals.com](mailto:mmu@dstchemicals.com)  
[info@dstchemicals.com](mailto:info@dstchemicals.com)  
**C** Michael Muir, International Sales Manager



## Cranach Patent Attorneys

Cranach Patent Attorneys are a firm of UK and European Patent Attorneys originating from the North of Scotland. Cranach Patent Attorneys seek to understand its clients' technology and business deeply, in order to protect and commercialise their IP strategically, commensurately and to an unrivalled standard.

**T** 01224 025002  
**W** [www.cranach.co.uk](http://www.cranach.co.uk)  
**E** [craig@cranach.co.uk](mailto:craig@cranach.co.uk)  
**C** Craig Watson, Owner



## Enerpro

Established in 2015, Enerpro Group is a Scottish owned service company offering a complete range of construction-based support services to the oil and gas, marine, renewable energy and nuclear industry. Enerpro's range of services include project management, engineering design, construction, skilled manpower, scaffolding and surface preparation and coating.

**T** 01847 501926  
**W** [www.enerpro-group.com](http://www.enerpro-group.com)  
**E** [david.wade@enerpro.co.uk](mailto:david.wade@enerpro.co.uk)  
**C** David Wade, Managing Director



## Amity Fish Company Ltd

Amity Fish Company are an award-winning seafood supplier, sourcing and sending the finest quality of Scottish seafood direct to homes and businesses across UK. From our shore to your door! With almost 50 years' experience in the seafood industry and at sea, Amity Fish Company ensure the best catch for its customers with quality, traceability, provenance, and sustainability always at the forefront.

**T** 01779 474609  
**W** [www.skipperschoice.net](http://www.skipperschoice.net)  
**E** [jimmy@amityfish.co.uk](mailto:jimmy@amityfish.co.uk)  
**C** Jimmy Buchan, Managing Director



## Safety Collaborations Limited

Safety Collaborations supports and delivers safety programs worldwide through consulting, facilitation, training, coaching and speaking. Our focus is on safety leadership and the psychological safety of you and your teams. We use a blended and holistic approach to delivery, including on-site expert behavioural observations and coaching, combining on-site and digital support to provide sustainable solutions for your business.

**T** 07483 345954  
**W** [safetycollaborations.com](http://safetycollaborations.com)  
**E** [karin@safetycollaborations.com](mailto:karin@safetycollaborations.com)  
**C** Karin Ovari



## Alpha Clinic

Alpha Clinic is the first cosmetic and reconstructive surgery clinic in the North of Scotland. The clinic is conveniently located in the West End of Aberdeen and provide a discrete, specialist service offering advanced surgical treatments to improve appearance and quality of life with minimum down time. The company aim to build lifelong relationships with its clients and improve their quality of life through cosmetic surgery.

**T** 01224 232428  
**W** [alphaclinic.co.uk](http://alphaclinic.co.uk)  
**E** [info@alphaclinic.co.uk](mailto:info@alphaclinic.co.uk)  
**C** Leah Athanassopoulos



## TGT Oilfield Services UK Ltd

TGT Oilfield Services UK Ltd is the global leader in through-barrier diagnostics for energy production and storage. TGT create products and technology that diagnose flow and integrity throughout the well system, from the wellbore to the reservoir, empowering our customers to make better decisions, improve asset performance and keep their wells safe, clean, and productive.

**T** 01224 961706  
**W** [www.tgtiagnostics.com](http://www.tgtiagnostics.com)  
**E** [bob.beagrie@tgtiagnostics.com](mailto:bob.beagrie@tgtiagnostics.com)  
**C** Bob Beagrie, Business Development Director



### Hardies Property & Construction Consultants

Hardies Property & Construction Consultants provide property valuations, project management, building and quantity surveying services.

**T** 01224 325596  
**W** [www.hardies.co.uk](http://www.hardies.co.uk)  
**E** [aberdeen@hardies.co.uk](mailto:aberdeen@hardies.co.uk)  
**C** Carla Walker



### ACUA Ocean

ACUA Ocean is developing the world's first hydrogen-powered maritime autonomous surface ship (MASS) as an IoT platform for ocean monitoring and protection. ACUA's SWATH vessel design enables long-endurance missions of +40 days and stable platform with power for modular sensor payloads for commercial and environmental data collection.

**T** 07340 266783  
**W** [www.acua-ocean.com](http://www.acua-ocean.com)  
**E** [mike.tinmouth@acua-ocean.com](mailto:mike.tinmouth@acua-ocean.com)  
**C** Michael Tinmouth, Director



### CLR Service and Sales Ltd

CLR provide unrivalled service, sales and installations in the catering, laundry and refrigeration industry. Its high level of service is backed up by an extremely strong customer base from a wide range of business sectors throughout Tayside, Grampian and the Highlands of Scotland.

**T** 01224 289787  
**W** [clr.ltd](http://clr.ltd)  
**E** [service@clr.ltd](mailto:service@clr.ltd)



### AberNecessities

AberNecessities provides disadvantaged families with the essential and basic necessities that no child should go without. From maternity bundles for mother and baby to nappies, formula milk, clothing, toys and equipment for children aged 0-18 years, AberNecessities recognises the importance of meeting the basic needs of a child in order to give them the best start possible.

**T** 07719 707360  
**W** [www.abernecessities.co.uk](http://www.abernecessities.co.uk)  
**E** [info@abernecessities.co.uk](mailto:info@abernecessities.co.uk)  
**C** Michelle Herd



### J.G. Ross

JG Ross is an award-winning independent craft baker based in the North-east of Scotland.

**T** 01467 620764  
**W** [www.jg-ross.co.uk](http://www.jg-ross.co.uk)  
**E** [sales@jg-ross.co.uk](mailto:sales@jg-ross.co.uk)  
**C** Graeme Ross



### Usana Mindset

Usana Mindset offers support through transformational and mindset coaching, to which you discover how to gain clarity, build confidence and move beyond whatever is holding you back, empowering you to make positive changes and lead the life you desire.

**T** 07761 662205  
**W** [www.usanamindset.com](http://www.usanamindset.com)  
**E** [gillian@usanamindset.com](mailto:gillian@usanamindset.com)  
**C** Gillian Fowler, Director



### Brit Pharma Ltd

Brit Pharma Ltd aim to reinvent animal feed and health markets with innovative solutions packed with endless passion and cutting-edge scientific findings.

**T** 07858 944937  
**W** [www.brit-pharma.co.uk](http://www.brit-pharma.co.uk)  
**E** [info@brit-pharma.co.uk](mailto:info@brit-pharma.co.uk)  
**C** Summer Alfuratl

DON'T  
JUST  
JOIN,  
JOIN IN



# Vysus Group going global from Aberdeen HQ

**A young engineering and technical consultancy in Aberdeen sees massive expansion opportunities around the world in the years ahead, particular in helping the vital energy transition from hydrocarbons to renewables.**

Vysus Group enjoyed growth of around 15% in both 2021 and 2022 - and it is targeting up to 20% annual growth in future years.

This is a notable achievement for an operation set up at the height of the pandemic.

Many companies are still struggling to recover from the CV19 impact as well as the more recent cost-of-living crisis.

But Vysus is proving popular with existing and new customers as its ethos is to drive innovation and challenge the norm.

The firm was only set up just over two years ago, but its roots actually go back more than 80 years.

The company was formerly the energy business of Lloyd's Register (LR) - a global professional-services firm specialising in engineering and technology for the maritime industry.

The name Vysus is derived from the Latin word Visus, which means vision, seeing, looking forward and tomorrow.

LR's Energy operation was founded in the 1930s, following LR's diversification from marine assets into the oil and gas industry. In the decades since, the unit has worked on developments around the world.

It offers specialist asset performance, risk management and project-management expertise for complex industrial assets, energy assets (oil and gas, nuclear and renewables) and the energy transition.

However, it was decided three years ago to split off LR Energy, which was then acquired by London-based venture capital firm Inspirit Capital.

The Chief Executive of Vysus is David Clark, who has worked with many big names in the energy sector for more than 30 years.

He explained how the company came about: "I was LR's Director for the global energy division. Following a strategy review in late 2019, we concluded that energy would be divested from LR, along with other divisions, to allow the firm to focus fully in the maritime sector.

"With the impact of CV19 in March 2020, we accelerated the divestment of LR Energy and, following a competitive bid process, concluded the sale to Inspirit Capital in October 2020 - with the business going live as Vysus Group on November 1 that year."

Following divestments of three non-core service lines last year, Vysus now has a global workforce of more than 400 at 19 offices. The Aberdeen site, which is the HQ, currently has around 70 staff.

In 2021, Vysus made its first acquisition - Promaps Technology, a digital platform supporting the power-grid sector.

Mr Clark said the company has recently seen a broad pick-up in activity across its customer base, particularly in Scandinavia and in the wider renewables markets globally and also in oil and gas work.

As regards 2023, he is looking forward to continued expansion across the global customer base with significant growth of low-carbon, integrated energy projects.

## **So what makes Vysus stand out from its rivals?**

The CEO explained: "We are a focused consultancy with the ultimate asset owners' objectives and business drivers very much in focus and aligned to our delivery model.

"The combination of our sector experience and geographic footprint mean that we can bring new thinking into projects and developments, challenging the norm and help to drive innovation and risk in a managed way. This is very much part of the ethos of the company."

As regards future opportunities, Mr Clark said: "As mentioned, we made three divestments of non-core businesses in 2022 to enable our continued focus on delivering high-end engineering technical consultancy services.

"The divestments means that we can concentrate fully on our core offerings - scaling these globally across various sectors, including renewables.

"In terms of the energy transition, we are already involved in a number

“

**We have a clear vision to continue to grow materially across our global operations - 15%-20% year-on-year - and we continue to expand our customer base, capability and digital offering.**



of ways, such as supporting with the electrification of assets, and through our work in the grid connection, offshore wind, hydro and nuclear power markets.

“In addition, we have recently formed a partnership with SICCAR to develop the energy-transition databox - an end-to-end emissions management solution which will help oil and gas and renewables businesses in the journey to low carbon.

“We will continue to develop our business across the renewables and energy transition sectors in 2023 and beyond.”

Asked about the massive new windfall tax on North Sea oil and gas producers, the CEO replied: “As a global business, we are less impacted by the dynamics of the local UK market.

“It is clearly disappointing to see the rapidly-changing fiscal and

regulatory framework in the UK act as a significant barrier to the investment in the much-needed energy and transition infrastructure.

“From being in a leading position across many of the emerging low-carbon solutions, we are quickly falling behind many other areas which will obviously impact the UK-centred supply chain.”

Mr Clark also commented that like all businesses, particularly in the energy sector, Vysus had seen a major slowdown of activity when CV19 hit the global economy.

But he added: “We were, however, able to quickly adapt to remote working and I am incredibly proud of the team in what they have achieved through a difficult period completing the full sale process and much of the set-up of the new standalone business across so many countries remotely. All while growing the underlying business across our global customer base.”

### **So where does the CEO see Vysus five years from now?**

He said: “We have a clear vision to continue to grow materially across our global operations - 15%-20% year-on-year - and we continue to expand our customer base, capability and digital offering.

“We already operate in many geographies, but will see material growth in the Middle East, Asia as well as the US in the coming years.”

**David Clark's long career with many top players in the energy sector might never have happened, as he could have ended up in a completely different industry.**



**CONTINUES ON NEXT PAGE**



In his younger days, he had a strong interest in music of all kinds and had intended to go into the music production and sound-engineering sector.

However, after graduating from Strathclyde University, he wanted an opportunity to live and work internationally.

The energy sector was the obvious choice as he did a summer intern role in Germany with Schlumberger while at university.

Mr Clark added: "The opportunity to work on major operations in a sector with leading-edge technology, both hardware as well as digital solutions, was also a big part of the draw into the sector.

"I have since worked in the energy sector for 30-plus years across roles and businesses with global operations.

"It has become increasingly clear over the years of the need for transition to low-carbon energy systems.

"I was attracted to LR as there was a fantastic expertise within the business covering all of the renewables, transition, nuclear, grid and power as well as the oil and gas expertise.

"This provided a unique platform to grow a leading-edge consultancy business helping customers globally to design, build and operate not only traditional energy infrastructure but the evolving new integrated energy, storage and low-carbon solutions."

Mr Clark's career in the energy sector began as an Electrical Engineer working in central Sudan on an exploration seismic crew for a year.

He then joined Schlumberger for 18 years, initially as a Wireline Engineer prior to various technical and line-management roles

based in Japan, China, Indonesia, Australia, UAE, France and India as well as London and Aberdeen.

Mr Clark's next move was to Technip Subsea as a Project Director before a regional role in business services management covering the North Sea and Canada.

He then moved to Production Services Network (PSN) in 2006, initially responsible for sub-Saharan Africa before moving to the UAE as Middle East Director and CEO of a newly-created joint venture with Mubadala Petroleum Services.

After PSN was acquired by Wood, Mr Clark spent time back at the Wood HQ in Aberdeen before returning to Schlumberger to create a new facilities and operations business unit.

From there, he moved to Aker Solutions, initially as Area President for the UK, Africa & Middle East and, following an internal restructuring, then becoming Executive Vice President for the new Aker Solutions Services division.

In January 2019, he moved to LR as Director for the global energy division.

“

**The opportunity to work on major operations in a sector with leading-edge technology, both hardware as well as digital solutions, was also a big part of the draw into the sector.**



**David Clark,**  
Chief Executive,  
Vysus Group

# Tax compliance under the spotlight as HMRC reforms loom



## The clock is ticking towards new government legislation that could penalise companies that claim tax relief for research and development activity.

From April 1, 2023, changes to R&D tax credits mean claims made to HMRC will be subject to higher levels of scrutiny, require added layers of information, and need to be submitted digitally.

The move is designed to clamp down on anomalies and reported abuse of the current system – with fines for non-compliance now reaching up to 100% of the initial tax relief granted.

North-east firms should act now to ensure they are equipped for the approaching deadline, according to a leading R&D tax credit specialist. With headquarters in Glasgow, ZLX Business Solutions has recently moved into state-of-the-art premises at neospace, Riverside Drive in the heart of the Granite City.

The company is led by a team of experienced consultants, including accountancy, engineering and legal experts, who help identify projects eligible for tax relief and navigate clients through the claims process.

ZLX says that HMRC's renewed focus on improving compliance, which affects both SMEs and large organisations, creates more red tape for businesses and could potentially jeopardise economic recovery if firms don't seek advice.

Founder and CEO of ZLX Business Solutions, Stephen McCallion, explained: "These latest reforms and tightening of the regulations surrounding R&D tax credits carry

the potential to penalise businesses that are either not aware of the new requirements or that have made errors in good faith as part of their claim for tax relief.

"With the deadline fast approaching, businesses across the North-east need to make the necessary preparations now. This is particularly important given an estimated five-fold increase in the number of specialist inspections carried out by HMRC, providing a real deterrent against non-compliance.

"Over recent years, we have built a reputation for being a robust defender of our clients against HMRC compliance reviews – in no small part thanks to the investment we've made in recruiting our own, in-house specialist legal department, which continues to prove an important differentiator in the market.

"For companies that are active in R&D, it's imperative they seek the right professional advice at the earliest opportunity to not only deliver maximum ROI but prevent them from falling foul of these impending legislative changes.

"As the go-to experts for tax compliance, our team at ZLX Business Solutions has broad expertise across the full spectrum of technical, legal and financial requirements, meaning we are ideally placed to protect clients'

interests and add value to their bottom line."

ZLX Business Solutions provides trusted counsel to company founders and directors around tax compliance, raising finance, restructuring, and market repositioning. It works across the engineering, manufacturing, construction, energy, food and drink, and agriculture sectors with organisations at every stage of their growth journey.

For further information on ZLX Business Solutions, please contact 01224 013400 or email [hello@zlx.co.uk](mailto:hello@zlx.co.uk).

**Stephen McCallion,**  
Founder and CEO,  
ZLX Business Solutions







Ian Campbell, Geoffrey Purcell, Andrew Dines and Vikki Venerus

## AAB Wealth expands client base in Aberdeen

One of Scotland's leading independent chartered financial planning firms, AAB Wealth, part of the AAB Group, has announced the acquisition of Kilkee Financial Services Ltd (Kilkee), based in Aberdeen.

AAB Wealth has experienced year-on-year growth since the firm was established in 2011, and the enlarged business will have revenue of c£4.5million and assets under advice (AUA) of c£550million. The combined team of 25 is dedicated to helping families and individuals across Scotland, England and Northern Ireland to plan for the future with confidence.

Andrew Dines, Head of AAB Wealth, commented: "We are delighted to welcome the Kilkee team to AAB Wealth. The transition for Kilkee clients will be seamless as both of our firms offer an exceptional level of service from trusted advisers. Our diverse, rules-based approach to investing is the platform to provide a tailored financial plan to support their personal aims and ambitions, supporting our clients navigate the challenges we are all facing in these uncertain times."

The full team from Kilkee will join the AAB Wealth and will be based at the AAB Group office at Prime Four Business Park, Kingswells in Aberdeen.

## Quality badge for Aberdeen Science Centre

Aberdeen Science Centre has achieved recognition for its education programmes and school engagement.

The Learning Outside the Classroom Quality Badge is the only nationally recognised indicator of rich educational provision and effective risk management for all types of learning outside the classroom.

Achieving the badge shows the recipient understands schools' needs and can tailor its offer to fit in with current curriculum requirements, as well as specific requests from the school.

Aberdeen Science Centre, which also achieved five-star visitor attraction status from VisitScotland, successfully met a series of quality indicators and assessments.

## North-east's newest business park welcomes first tenant

A firm is set to create five new jobs after becoming the first tenant to take up residence in the North-east's newest business park.

Inverurie Paint & Body Repair Centre has occupied new premises at Thainstone Business Park.

The park is a collaboration between leading member-owned co-operative ANM Group and family-owned commercial property developers GSS Developments.

The facility's creation is being hailed as a major boost for the local economy and one which further highlights the area's premier position, attracting new businesses to the area with access to modern high-spec premises and some of the city and shire's main transport links.

ANM Group Executive Support Manager, Avril McLeod, said: "We are delighted to welcome new tenant Inverurie Paint & Body Repair Centre as it expands its business operations to Thainstone.

"Despite the ongoing challenges currently faced by many companies, our investment in the park positively impacts the North-east economy, and underpins the demand for new premises, as businesses seek to reduce costs operating from multiple ageing sites which are no longer efficient and fit for purpose."

## RGU launch inclusive wheelchair basketball team for North-east students

Robert Gordon University (RGU) is launching its first ever wheelchair basketball team thanks to a collaborative approach with key partners.

RGU SPORT, Scottish Disability Sport (SDS), Grampian Flyers and the University's Disability Sport Working Group have secured £15,000 funding from Morrisons Foundation for the purchase of ten sport wheelchairs, with the hope that this will open the sport up to a new audience in the North-east.

Sessions will be hosted at RGU SPORT and students from any higher or further education institutions are welcome to sign-up and be involved, a first for the region.

Rory Anton, Club Development Officer at RGU SPORT, said: "This investment is extremely positive for the region and also highlights the positive opportunities that have become possible through great partnership working from the Disability Sport Working Group at RGU.

"We hope this will positively impact the student community in the city and aim for this to be the first of many programmes like it."

## 4MS celebrates 15 years in business

As 4MS start its 16th year in business, they reflect on the journey from a start-up with four engineers, to an established team of fifty people today. From the very beginning, the ongoing recruitment and development of young people has formed a large part of its overall strategy. 4MS is proud to support the development of the young workforce through the recruitment of graduates, an aspect of the company which underlines its commitment to investing in and supporting the next generation of talent, whilst future-proofing skills needed in the communications sector.

Over the years, 4MS has recruited and trained young people in the fields of network engineering, telecoms, sales, and marketing. The company provides an opportunity to gain invaluable, hands-on industry experience and insight from its team of experienced professionals. 4MS is continuously innovating and improving as an organisation, whilst looking forward to developing more talented young employees in the years to come.



## 2 in 3 Scots to cut back extra spending in 2023

Two-thirds of Scots (63%) plan to reduce their non-essential spending in 2023, according to new research by KPMG. KPMG surveyed 3,000 consumers from across the UK, including 250 in Scotland at the beginning of December 2022, about their spending and saving plans for the coming year.

Commenting on the findings, Linda Ellett, UK Head of Consumer Markets, Retail and Leisure, KPMG, said: "Current essential costs, fears of how high they'll rise – including concerns about mortgage rate and energy price changes next year – are all factors in why two-thirds of consumers that we surveyed said they have to reduce their non-essential spending in 2023.

"To do so, consumers are increasingly changing how they shop to save money – including switching to cheaper retailers, buying more value or promotional produce, and swapping eating out for meals in. Understanding these swaps is critical for brands and retailers looking to still be the first choice for spend."

Linda added: "Savings are now being used to help meet essential costs by nearly half of the consumers we surveyed, which provides a cushion, but these savings are finite and so the longer the current economic environment continues the more worrying it becomes.

"Ability and appetite to spend on big ticket items is limited in this climate, but spending plans do remain for holidays, home improvements and appliances. And we know consumers do like to treat themselves and others, so smart retailers and brands can still hold revenues if not volumes if they are targeted in their consumer appeal. But should the scale of non-essential cuts outlined in our research come to fruition, then it likely won't be enough to stop scarring on both the high street and online in 2023."

## Peterson achieves carbon neutral status across global operations

International energy logistics provider Peterson has been awarded carbon neutral status across global operations under the PAS 2060 accreditation scheme from National Quality Assurance certification body.

The carbon neutral certification covers Peterson's 34 sites across seven countries with operations in the Netherlands, England, Scotland, Trinidad & Tobago, Guyana, Qatar and Australia.

Sarah Moore, Chief Executive Officer at Peterson, said: "We're proud to announce we've been awarded global carbon neutral status, marking a significant milestone on our sustainability journey, and moving us closer to reaching net zero by 2025.

"As one of the first energy logistics companies to achieve carbon neutrality, we are committed to playing our part in the energy transition, supporting clients with their sustainability targets and making a real difference by investing in a greener future."

Keith Dawson, Director of HSEQ at Peterson, said: "We're absolutely delighted to be certified as a carbon neutral business and lead by example as we aim to contribute towards global net zero targets.

"This achievement reflects the ambitious sustainability plans set out by our leadership team and is testament to the fantastic collaborative effort from everyone at Peterson. We look forward to continuing to make progress on our sustainability journey."

Earlier this year, Peterson won the Supplier Sustainability Award in the Net Zero Energy Transition Awards hosted by Scottish Renewables. The award recognised the significant progress Peterson has made on its sustainability journey, leading the way in reducing carbon emissions by achieving carbon neutral status by the end of 2022 and net zero by 2025.



# HOT TOPIC

What was the best advert you've ever seen and why was it so memorable?



One of the best ads I've seen was from SHREDDY, a fitness transformation app based in the UK. I had visited the website and been following the brand for a couple of months on social media, enjoying its organic content. I was then served a remarketing ad on Instagram that was so impactful it made me sign up for a subscription right away - and I'm still using the platform today, almost two years later. The ad was simple, yet highly targeted for my stage in the buyer journey - someone who had visited the site and explored its offering, but not yet signed up. The creative was a graphic that looked like a real receipt, showing a small list of everyday items alongside their costs - including a takeaway cup of coffee for £3.70. The title above read 'Things that cost more than a SHREDDY subscription' and showed the limited-time offer price underneath. This instantly resonated with me as I already loved the brand but now felt that it was affordable and attainable for me to use the app - it was a no-brainer. This message was very clear and fun, and definitely appealed to the brand's specific target audience - working women in their 20s and 30s looking for convenient, low cost ways to get fit. It highlighted an offer in a creative yet relatable way, and encouraged immediate action.

**Chloe Watson**, *Content Marketing Specialist*, Mission 10



From French polishers, cleaners and hairdressers coming to the rescue to touching scenes including JR Hartley, the bike, and mistletoe, Yellow Pages had 30 years of hugely successful advertising campaigns. Back in those days, the combination of warmth and humour worked every time. Their clever use of emotion to touch the audience always pulled on the heart strings and then in later years, a string of genius humour left viewers laughing at the many relatable incidents! These classic adverts are a much-loved piece of British television history, and I personally loved them all. As I struggled to choose my most memorable one, I did a quick search on YouTube to help me decide and was hit with nostalgia overload as each and every advert brought my childhood flooding back. Watching them again after all these years, Ted the elderly, faithful gardener still brings a lump to my throat. Especially when you see Ted's relieved smile at the sight of the motorised lawnmower. Even after these campaigns are long gone, the emotional impact from the adverts is still in effect as we can recall the brand with such sentiment but more importantly, it makes you feel. And that is the sign of exceptional marketing. As they say, "Good old Yellow Pages".

**Cerri McDonald**, *Managing Director*, Prospect 13



A successful advert is not necessarily your favourite. There are beautifully shot TV ads with powerful imagery and dramatic music which you enjoy watching but often can't remember what they are actually selling. Almost everyone of a certain age will remember the words to "Do the Shake n Vac and put the freshness back. When your carpet smells fresh, your room does too!" An annoying advert with a catchy jingle which, decades on, is still reminding me of what the product does. One of my favourites for its classic rug-pull moment is the Audi A4 ad from the mid-nineties. 59 seconds of what a great advert should be. At first viewing I cringed, wondering what on earth Audi was thinking. The story starts with an obnoxious 'city boy' telling us about his code for life; money, winning and being seen in the right places are all he cares about. He pulls up in an Audi A4 after a test drive. The Audi employee asks what he thinks of the car to be met with the response "Nah, not really my style!" This surprising revelation contradicts your assumptions and had me breathe a sigh of relief for Audi. Thousands of ads and many years on, it still resonates.

**Zoe Ogilvie**, *Director*, Big Partnership

## Ogilvie wins gold for employee

Ogilvie Construction's commitment to employee learning and development has been recognised with the award of gold membership of the 5% Club, the organisation that works with UK employers to inspire increased workplace learning.

The award is given to companies who are accredited by audit that more than 5% of their workforce are participating in "earn and learn" schemes such as Apprenticeships, Graduate Schemes, and Sponsored Student Course Placements.

Donald MacDonald, Managing Director, Ogilvie Construction, said: "We are delighted that our commitment to employee development has been recognised by the 5% Club. We have always invested in giving our staff the opportunity to grow their skills, knowledge and experience, and continue to offer a range of opportunities for them to achieve their ambitions. Society depends upon a successful economy and we take seriously our responsibility as an employer to contribute to the future development of skills to drive economic growth."



## Union Terrace Gardens re-opens after multi-million-pound refurbishment

Union Terrace Gardens has reopened after a £28.3million refurbishment which improves wheelchair access and includes new amenities such as a new play area for children, toilets, and cafes while restoring historic features.

The Gardens also include extensive seating, new lighting features, refurbishment of the historic arches and Victorian toilets, a new public toilet, new specially-commissioned artworks, new native planting, a net gain in trees, and reinstatement of a planted city crest. It also has a new water feature, the three statues (William Wallace, Rabbe Burns, and Edward VII) have been cleaned, and the 'grand staircase' down to the lower Gardens has been reinstated.

The Union Terrace Gardens improvements are part of the City Centre and Beach Masterplan which is designed to invigorate both areas while respecting and enhancing Aberdeen's unique qualities and characteristics. The Masterplan projects are also aimed at encouraging more walking and wheeling.



Stephen McCallion and Jack Avery

## ZLX Business Solutions targets growth with Aberdeen office opening

A leading research and development (R&D) tax credit specialist has opened a new office in the Granite City as a significant step in its growth strategy.

ZLX Business Solutions has moved into state-of-the-art premises at neospace on the city's Riverside Drive amid expectations of rising demand for its services in the North-east, particularly from firms in the energy, manufacturing and food and drink sectors.

The newly renovated premises create a platform for future growth and will provide a long-term base for the team as well as offer easy access to the city and surrounding areas.

With headquarters in Glasgow, the company is led by a team of experienced consultants, including accountancy, engineering and legal experts, who help identify projects eligible for tax relief and navigate clients through the claims process.

Demonstrating its commitment to the North-east, ZLX has joined the Aberdeen & Grampian Chamber of Commerce (AGCC) as a Premier Partner. It has also agreed to sponsor the highly anticipated Ultimate Masterclass Festival (UMF) event featuring Dragon's Den star Steven Bartlett, host of the business podcast 'The Diary of a CEO'.

Founder and CEO of ZLX Business Solutions, Stephen McCallion, commented: "We expect that having a strong local presence will allow us to drive new business and partnership opportunities in Aberdeen and the surrounding area.

"The office at neospace adds fresh impetus to the company and provides a solid platform for us to build upon our success and achievements to date. It's an exciting time for the team at ZLX and we look forward to engaging with businesses and Chamber members across the North-east in the weeks and months ahead."

ZLX Business Solutions provides trusted counsel to company founders and directors around tax compliance, raising finance, restructuring, and market repositioning. It works across the engineering, manufacturing, construction, energy, food & drink, and agriculture sectors with organisations at every stage of their growth journey.





Tom Hutchison, Sir Jim Milne CBE,  
Peter Stuart and Derek Weir

## Balmoral Comtec's Montrose facility on track for giant composite structures

Aberdeen-based Balmoral Comtec has completed the installation of its manufacturing plant at its new advanced composites facility at Montrose Port.

The company invested a seven-figure sum in the 18,299sqft quayside facility where large-scale components for the offshore energy sector will be built.

Composite products including subsea protection, wave-energy structures, manifold covers and wellhead protection will be produced at the site.

The investment will help the business to service offshore industries more effectively as it strengthens its commitment to the wind, wave and tidal energy sectors.

Between 30 and 40 skilled and semi-skilled jobs will be created initially, with more expected as this branch of the business grows.

Balmoral Chairman and Managing Director Sir Jim Milne said: "We are delighted to have reached this stage of our expansion at Montrose so quickly.

"The facility is operational now and we are completing product prototypes on site and hope to welcome clients to view our capabilities very soon.

"While the offshore renewables sector is moving apace this facility will also service the traditional offshore energy market with large scale advanced composites structures."

Tom Hutchison, Chief Executive of Montrose Port Authority, said: "Like us, Balmoral focuses on its team, knowing that its people are its greatest asset and so we are delighted to have them join our port community, creating new jobs for our town and boosting our regional economy.

"Balmoral's services are greatly welcomed as they will attract new business to the port within the current energy markets we already serve as well as the growing renewables sector, aligning with our ambition to position ourselves as a renewables hub for the region."



Craig Watson

## Local Aberdeen patent attorney opens doors

Former Aberdeen Junior Chamber President, Craig Watson, has launched a new patent attorney firm, Cranach, aimed at providing a truly local service to companies in the city.

Craig brings with him over 25 years' experience specialising in patents for the energy industry, having been one of the first chartered patent attorneys in the city. He is joined by a diverse and experienced team including life scientist patent attorney Bev Ouzman as a Consultant, physics graduate Milena Smith as a Patent Engineer, and polyglot chemist Javier Agullo Pastor as a part-qualified Patent Attorney. They are supported by experienced IP administrator, Claire McClounnan.

The company is already busy with clients from Craig's previous firms and new clients alike making the move to a more personal, local service.

"Cranach is a great addition to the local Patent Attorney scene," explains Craig. "There's a clear need for a more personal, high-quality service, with experienced local people who know the local industries and enjoy what they're doing, and that's what we hope to provide."

As well as being embedded in the local industry, the team are also members of the Society of Petroleum Engineers (SPE), and the Society of Underwater Technology (SUT). Craig himself has even studied innovation and disruptive strategy online at the Harvard Business School to better understand the needs of his clients.

## Expro lands £41million of Apache work

Energy services provider Expro has announced a new \$50million (£41million) contract with North Sea operator Apache Corporation.

The fully-integrated well intervention and integrity services deal, which has a primary term of three years, and two one-year extension options, involves pumping and optimisation operations across all of Apache's North Sea assets, including Beryl Alpha and Bravo, and Forties Alpha, Bravo, Charlie, Delta and Echo.

Colin Mackenzie, Expro's Regional Vice-President of Europe and Sub-Saharan Africa, said: "We are delighted to receive this award, which demonstrates the continuation of our long-standing relationship with Apache and long-term investment in the UK sector of the North Sea.

"The full scope of services for this campaign will be supported from Expro's regional headquarters in Aberdeen.

"Expro has worked with Apache for two decades. We are committed to providing safe, efficient, and environmentally-responsible services. We look forward to adding further value to Apache with the introduction of our latest well intervention technologies."

## Contract win underlines Onboard Tracker™ as subsea leader

An Aberdeen-based IT support company has consolidated its position as a market leader in the subsea sector, thanks to the award of a four-year contract.

TechnipFMC is the latest subsea client to employ Solab IT Services' crew management software Onboard Tracker™. Through the new streamlined system, TechnipFMC can make best use of processes and create a single point of storage for data to maximise crew planning, scheduling and training management for offshore personnel.

Onboard Tracker™ is a modular, web-based Software as a Service (SaaS) platform which manages the safe and efficient crewing of tens of thousands of energy and maritime personnel across the globe. The technology is a leading light in the North East's Digital Workforce initiatives and keeps tens of thousands of energy workers trained, competent and safe on over 70% of the manned rigs in the UKCS, and in over 70 countries worldwide.

Commenting on the ongoing success of the system, Solab IT Services Managing Director, Kevin Coll, said: "Onboard Tracker™ has seen a substantial increase in subsea and marine clients in the last two years with 45% of our clients now operating in the subsea sector.

"We have noticed an undercurrent of change during that time as subsea organisations prioritise the use of digital technology to transform the way they operate, clearly demonstrating that Onboard Tracker™ fully aligns with a breadth of clients across the industry."



Tracy Clark

## Business awards flood in for ITC Hydraulics

The company was business of the year at the Scottish Women's Awards and its Managing Director Tracy Clark was named businesswoman of the year at both the Scottish SME Business Awards and the Business Women Scotland Awards.

Ms Clark said: "This recognition for both the company and me is amazing. I can't thank the staff enough for all their efforts. I work with a lot of men and feel it's taken a long time for some of them to take me seriously. I hope these awards help women not to be so scared to run these types of businesses."

ITC was launched by Tracy and her husband, Ian, in 1999. It has since developed and grown, working with clients around the world.

In 2021, ITC opened a new facility for its hydraulic division in Barra Business Park, near Oldmeldrum and moved its fabrication and machining division into its previous premises at St Katherines, between Fyvie and Oldmeldrum.

## Seatronics deal with Israeli company

Seatronics has begun the final installation and commissioning phase in the first sale of two mine identification and detonation solutions (MIDS) to Israeli company Elbit Systems.

The MIDS is the first truly multi-shot, configurable mine-disposal solution that can detonate multiple charges acoustically, using state-of-the-art technology, without having to sacrifice itself.

Seatronics is a brand in Acteon's data and robotics division.



# MEET THE



**Stewart Gibson,**  
Sales Director,  
Robertson Granite

## WHEN WAS YOUR BUSINESS ESTABLISHED?

The Robertson family run business was established in 1876 by the current Managing Director's great grandfather, Alexander Robertson.

## WHAT DOES YOUR BUSINESS DO?

We specialise in the manufacture and supply of memorials and other granite products to individual requirements, both to members of the public and other memorial businesses throughout the UK.

## WHAT SORT OF COMPANIES DO YOU DO BUSINESS WITH?

We supply services to a large number of small memorial masons in Great Britain who in turn provide memorials and related products to their bereaved clients. We also supply bespoke granite signs to any company looking for such a product, and examples of these can be seen at the forefront of many local companies throughout Aberdeen, particularly along Queens Road.

## WHAT IS THE BIGGEST CHALLENGE FACING YOUR BUSINESS AT THE MOMENT?

Achieving an acceptable profit level is a big challenge for us, largely because of increased costs since Brexit and now the increased wage and supplier costs due to high inflation. We are also having to manage an increased workload

following the CV19 period in 2020/21 and although that may sound like a good problem to have, it has given us different production challenges and extended lead times.

## AND THE BIGGEST OPPORTUNITY?

We already have 28 retail outlets throughout the UK and expansion by acquisition is still a consideration in our future plans. However, our biggest opportunity is to extend our network of trade customers once we are better placed to promote more attractive lead times later this year.

## WHAT ARE YOU MOST PASSIONATE AND PROUD OF WHEN IT COMES TO THE BUSINESS?

We are very passionate about our staff and ensuring everyone is treated like part of a family. We acknowledge long service with a gift and additional holidays, birthdays and retirements. Indeed, we are very proud of our staff retention rate as we seem to be celebrating a retirement or long service every year.



**Fiona Ross,**  
Co-founder,  
Urban Wellness Hub

## WHEN WAS YOUR BUSINESS ESTABLISHED?

Urban Wellness Hub opened in 2017 and the Float room (Urban Wellness Float) followed in 2019, however, Aberdeen Bowen was established in 2013 but operated as a home-based business until we took over the property. EMMETT4 ANIMALS opened in 2018 and the Ear Care Clinic in 2021.

## WHAT DOES YOUR BUSINESS DO?

We opened the space primarily, to help people find proactive ways to support their health and wellbeing. Offering treatments that provide a more whole-istic approach to things such as aches and pains and stress etc. Also, providing the space for people to step away from work and hectic lifestyles to look after themselves.

We have the only float room in Scotland, whilst there are other float centres, we are the only one with a full-sized float room (the floatation session and benefits people get are pretty amazing!) We also offer treatments such as Bowen and EMMETT, which are gentle muscle release therapies, for postural aches, muscular tension, injuries etc (one of the girls extends this out to offer canine and equine therapies).

We also have range of workshops (in house/online), and have slowly been building our wellness consultancy to corporates.

## WHAT SORT OF COMPANIES DO YOU DO BUSINESS WITH?

90% of our business is directly with individuals, but we are trying hard to grow our corporate client base. We have so many wellbeing services to offer SMEs and larger organisations.

## WHAT IS THE BIGGEST CHALLENGE AT THE MOMENT?

Many clients say we are Aberdeen's best kept secret. So, it is trying to make companies and people aware of our existence. We have grown through word-of-mouth and recommendations from our current clients.

## WHAT ARE YOU MOST PASSIONATE AND PROUD OF WHEN IT COMES TO YOUR BUSINESS?

Pioneering unheard of treatments such as Bowen, EMMETT and float therapy in the North-east. Collaborating with GP Practices and health insurance companies to recognise non-core treatments as an alternative to mainstream treatments.

# MEMBERS



**Sasha Jaypalan,**  
Managing Director,  
Grace May People

## WHEN WAS YOUR BUSINESS ESTABLISHED?

2015.

## WHAT DOES YOUR BUSINESS DO?

We provide recruitment services to the technology sector. Working with companies across the UK, we help them build successful technology teams through the provision of search,

interim and consultancy recruitment for permanent and contract roles, covering a variety of positions including CTO, Heads of IT, Web Technology, Software Development, Data Analytics, Microsoft 365 talent and Cyber Security.

## WHAT SORT OF COMPANIES DO YOU DO BUSINESS WITH?

We help companies that are looking to grow successful tech teams. As a relational business we look at the long-term implication of recruitment projects and partner with businesses that benefit from this approach.

## WHAT IS THE BIGGEST CHALLENGE AT THE MOMENT?

We have grown through recommendations, and I've enjoyed that. We believe in exceeding the expectations of the candidates and clients we represent. We're keen to reach those segments of the tech sector in Scotland who are not aware of what we do or how we work, and encourage more clients and candidates to trust us and experience the #gracemayway.

## AND THE BIGGEST OPPORTUNITY?

Our approach works well in this challenging candidate-led market. Our focus is on helping our clients differentiate their proposition to secure the right talent to enable growth.

## WHAT ARE YOU MOST PASSIONATE AND PROUD OF?

As a people-centred firm we are passionate about customer service – and that's been reflected in over seventy 5-star Google reviews. We were delighted to win 'Best UK-wide IT and digital recruitment services' Award in the 2022 Scottish Enterprise Awards towards the end of last year.

## WHAT HAS BEEN MOST VALUABLE TO YOU AS MEMBERS OF ABERDEEN + GRAMPIAN CHAMBER OF COMMERCE?

I think the opportunities for increased visibility – knowing that our news stories are appearing in the Morning Bulletin and that we can contribute regularly to the Business Bulletin is invaluable. The Chamber has also been instrumental in expanding our network.



**Lori Smith,**  
Clinic Director,  
Body Logic Therapies Ltd

## WHEN WAS YOUR BUSINESS ESTABLISHED?

2015.

## WHAT DOES YOUR BUSINESS DO?

We are a multi disciplined clinic with therapists trained in Advanced Remedial, Sports Massage, Reflexology, and Complementary Therapies, as well as a Dietician and a Hypnotherapist. Our therapists are highly qualified and experienced in their field which gives them the knowledge to help you the best way we can.

## WHAT SORT OF COMPANIES DO YOU DO BUSINESS WITH?

Other training providers and industry professional associations.

## WHAT IS THE BIGGEST CHALLENGE AT THE MOMENT?

The outfall from the CV19 lockdown and recruitment.

## AND THE BIGGEST OPPORTUNITY?

Obtaining a property combining the training school with the treatment clinic to build a central health and wellbeing hub.

## WHAT ARE YOU MOST PASSIONATE AND PROUD OF?

I am most passionate about helping people manage pain and health issues and proud to have a high quality welcoming clinic to provide the treatment.

## WHAT HAS BEEN MOST VALUABLE TO YOU AS MEMBERS OF ABERDEEN + GRAMPIAN CHAMBER OF COMMERCE?

Gaining advice and support from business advisors and the range of opportunities through networking with other members.



# How would you sum up the culture of your business in three words?



**For us, it's easy: supportive, committed and authentic. Those three words, our core values, come easily now, but only because we've worked long and hard not only to crystallise them but also to embed them in everything we do inside and outside our organisation.**

A company will thrive most when balance is consistently applied to all things, and integral to this is identifying who you are as a business. Identify the core values for your business and remain true to them in everything you do – your core values should not be part of your culture but rather they should be your culture. Nailing down those core values is the key to finding your three words.

Our business culture starts from the very first interaction we have with someone. Take an Alto job interview, for example. Our entire corporate ethos is built on a relationship-based attitude so it's natural that this should encompass our people as well as our customers.

I strongly believe that companies have to remember that they're employing people, not just employees and it's crucial to get a sense of the whole person. The only way to do that is to invest time in the relationship from the start. Live your culture and start as you mean to go on.

People who join us often say it's not like anywhere else they've worked, and it can take them time to adjust to our culture which encourages challenging each other, speaking and listening. In everything we do, internally and externally, communication is priority – and the keystone is having a framework of job roles, not a hierarchy of people.



To truly succeed, however, our cultural values need to come with us out into the world and also form the basis of the relationships we have with customers, associates and peers. The supportive part should not only describe what we do but also how we do it with the elements of commitment and authenticity running through our people, products and services like a stick of rock. They are crucial across every interaction we have but particularly when a client is facing a major obstacle such as a cyberattack – in these times, you need to know who's got your back and who's going to support you in a committed and authentic way.

Before the Covid-19 pandemic, cybersecurity accounted for about 10% of our workload and that has risen sharply to around one third. In the next three to five years, I estimate that we will deal with cybersecurity more than any other IT challenge. One major challenge lies in ensuring that those working in the office and remotely or flexibly are placed on an equal footing, regardless of location. After all, IT is a big part of life therefore

it's a big part of achieving a safe environment in which staff and your business can flourish.

So make 2023 your year of culture – business culture and find your three core values!



**Bruce Skinner,**  
CEO, ALTO





Steve Olivier, Colette Cohen, Michael Matheson MSP, John McCall, Lord Offord and Lord Provost of Aberdeen

## National Subsea Centre officially opens in Aberdeen

The National Subsea Centre (NSC), a centre of excellence for subsea research and technology development, has been officially opened in Dyce, Aberdeen by Michael Matheson, Scottish Government Cabinet Secretary for Net Zero, Energy and Transport and UK Government Minister for Scotland, Malcolm Offord.

The ministers joined industry and civic leaders to celebrate the launch of the multi-million-pound centre delivered through a partnership between Robert Gordon University (RGU) and Net Zero Technology Centre (NZTC), as part of the Aberdeen City Region Deal (ACRD).

The National Subsea Centre was established to provide advanced research to accelerate the transition to net zero. Driven by key industry challenges and the development of challenge-led research, the NSC focuses on three strategic research programmes: Transparent Ocean, Integrated Energy and Marine Operations. Each programme is delivered through interdisciplinary research projects in the fields of subsea engineering, artificial intelligence, data science, and integrated energy.

The centre explores the new technology needed by the energy industry to meet challenges of reduced emissions from operations, cost-effective and resilient power grids and the need to develop a highly skilled digital workforce.

The NSC is currently working with NZTC on a number of innovative projects, including the 'SeaSense' project which will develop technology that allows Remotely Operated Vehicles (ROV) to function in harsh, visually compromised environments. The two centres are also collaborating on the NZTC's 'Data for Net Zero (D4NZ)' project which will deliver the world's first Smart Energy Basin by utilising an integrated suite of data science, visualisation and modelling tools.

Professor John McCall, NSC Director, said: "We're delighted to have welcomed our partners and key stakeholders to the official inauguration of the centre today to showcase the hugely impactful research our teams are doing.

"We already have an embedded culture of enthusiasm and curiosity at the centre, and we use this to drive the development of smart digital and engineering technologies to enable a faster, more cost-effective and sustainable transition to a net zero energy basin, both locally in the North Sea, and globally in other offshore energy environments."

Professor Steve Olivier, Principal and Vice-Chancellor of Robert Gordon University, said: "I am delighted that the University has officially launched the National Subsea Centre with our partners at the Net Zero Technology Centre. The NSC is a major element of the University's strategic approach to strengthening the excellence of its research base.

"The NSC has a major contribution to make to accelerating the transition to decarbonised energy through innovative research in the subsea environment. Partnership underpins how the NSC is working, particularly its crucial role in bringing together industry and academia. The research being carried out here, supported by our government partners, will have a far-reaching impact regionally, nationally and internationally as we plot a course towards a sustainable energy future."

Colette Cohen, CEO of the Net Zero Technology Centre, added: "We are delighted to be working in partnership with Robert Gordon University to establish the National Subsea Centre. This collaboration reinforces Aberdeen's position as a leader in subsea and will accelerate the research into and deployment of new technologies to tackle subsea engineering challenges, moving Scotland and our sector closer towards its net zero targets."

# ABBA approach to inward investment must stop

**The votes are in from London and Edinburgh, and it appears that the North-east of Scotland will not be getting a green freeport.**

Excuse the Eurovision reference, but it seems that both the UK and Scottish governments are now taking an ABBA approach to inward investment – ‘Anywhere but bl\*\*dy Aberdeen’.

The winner takes it all, and it is right to acknowledge the strengths of the winning bids from Cromarty and Forth Ports.

However, failure to select the joint Aberdeen and Peterhead bid is a missed opportunity for our energy transition, especially given Nicola Sturgeon’s stated ambition to turn Aberdeen into a green energy capital of the world.

And it begs the question: just much more can our two governments shaft the North-east of Scotland?

Little more than 24-hours after the Scottish Government revealed an energy strategy that told the world it doesn’t want any more oil and gas exploration in the North Sea, it appears that they are also turning their backs on ambitions to make our region a global green energy capital.

And as the UK Government squeezes the energy sector dry with a windfall tax, it has also chosen to snub the region which has unlocked over £350billion of tax revenues from the North Sea.

We should also remember its 2021 decision to pick two carbon capture projects in English red wall seats over the far more suitable Acorn project on the Buchan coast.

The case for a North East Scotland Green Freeport is clear; we have the

skills, expertise and infrastructure – and with the tax and other levers of a freeport this region could accelerate the energy transition.

It would have delivered a £8.5billion GVA boost, more than 32,000 new high-quality jobs, and ushered in a new era of investment, innovation, regional regeneration and opportunities for those that need them most.

Instead, both governments have placed our once unshakable status as a global energy capital under threat with their hat-trick of awful policy decisions.

“

**For too long, governments and civil servants have believed the streets here are lined with gold. They are not. And we’re sleep-walking into deep trouble if they don’t grasp this fact fast.**

And the stakes here could not be higher – both in terms of jobs and economic prosperity for this region.

The recent Making the Switch report by Robert Gordon University shows 45,000 people in the North-east are employed in the offshore energy sector.

It looks at four future scenarios and the worst of these – “regional decline” – sees this figure fall by an eye-watering 17,000 by 2030 as the UK oil and gas industry declines.

That’s the price of failing to take the opportunity in front of us.

If we achieve our ambitions to become a “global new energy hub”, the 45,000 could grow to 54,000, but only if we get the nature and timing of related decisions right.

Both governments must now work together to take action, starting with bringing forward an additional green freeport award. The original policy papers which accompanied the launch of freeport states that “further awards may be made if bids are particularly strong”.

They must also deliver the Acorn carbon capture project in Peterhead and seriously reconsider their mistakes on oil and gas taxation and policy.

If they allow the prize of becoming a global green energy hub slip away from Aberdeen and Aberdeenshire, they will never be forgiven for this catalogue of betrayals.

As for Nicola Sturgeon’s green energy capital pledge? Gimme, gimme, gimme strength. Warm words mean absolutely nothing without meaningful action.



The £500million Scottish Government Just Transition Fund over ten years is very welcome, but is a mere drop in the ocean compared to the tidal wave of social and economic damage that will result from a premature end to North Sea operations, which is what SNP-Green administration is advocating.

We have parliamentarians from both the SNP and the Conservative parties representing the communities of Aberdeen and Aberdeenshire. We need them to step up and arrest this damaging, job-destroying ignorance being applied to the North-east.

For too long, governments and civil servants have believed the streets here are lined with gold. They are not. And we're sleep-walking into deep trouble if they don't grasp this fact fast.



**Ryan Crighton,**  
Director of Policy  
and Marketing,  
Aberdeen & Grampian  
Chamber of Commerce



# 'Anywhere but b\*\*\*\*y Aberdeen'

● After green freeport blow, angry business leaders say 'punishment' of north-east must come to an end  
● Call to deliver carbon capture boost as city and Pe... out to north and C...

## City centre disturbance fears grow

ALASTAIR GOSSIP  
Video footage showing a large group of youths staging fights in the newly reopened Union Terrace Gardens have raised fresh fears over antisocial behaviour.  
It has emerged police have attempted to ban officers to disperse congregating on Union Terrace Gardens. CCTV systems have been installed in the gardens.  
Full story: Page 6





# Driving Business Growth through Innovation with Knowledge Transfer Partnerships

The Knowledge Transfer Partnership programme (KTP) has been supporting business growth through innovation and collaboration for over 45 years. Funded by Innovate UK, a KTP brings together forward-thinking businesses, world class academic expertise and talented graduates who take on the role of KTP Associate. KTP projects are designed to benefit each member of the partnership and are unique because each business need, academic team and KTP Associate is different. The aim of the KTP is to embed new knowledge gained over the course of the project within the company, to ensure long-term economic sustainability and increase the competitiveness of the UK's industrial base.

KTP projects can be undertaken by UK-based companies of all sizes and sectors, wishing to address a specific strategic challenge. Projects typically run between 18 months and three years, with participating businesses benefitting directly from the generation of new knowledge, increased capabilities, and embedded expertise, as well as increased competitive advantage through accelerated innovation. Access to academic expertise and facilities and the key input from an experienced Knowledge Transfer Adviser throughout the lifetime of the project, ensures that projects remain on track to deliver planned outputs and solve company challenges. Grant funding of between 50-75% of project costs is available to KTP partnership teams.

KTPs provide graduates the opportunity to lead an innovation project, working in a unique role that bridges academia and industry. The KTP programme supports future innovators with a dedicated £2000 per year development budget, business

and leadership training, and 70% of KTP Associates are offered ongoing employment with their company partner.

The North of Scotland KTP Centre has a dedicated team providing full project lifecycle support for KTP projects. We provide specialist support to companies looking to apply for a KTP with one of our six partner institutions:

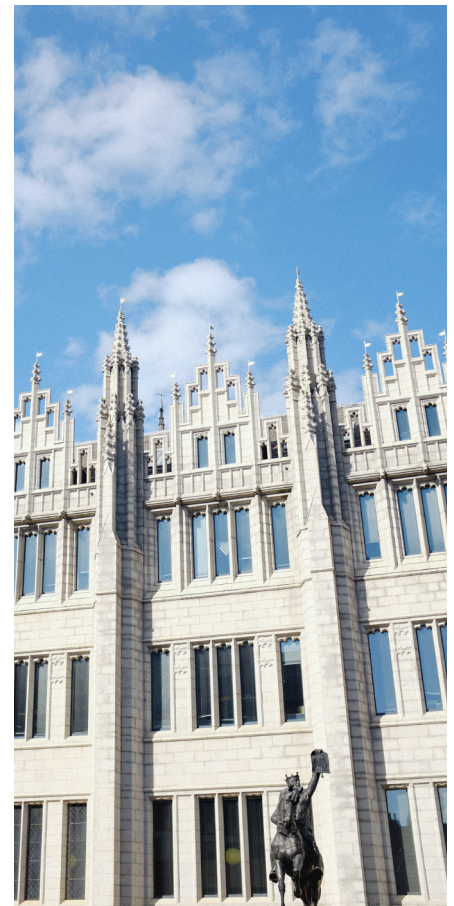
- Robert Gordon University
- University of Aberdeen
- University of the Highlands and Islands
- Abertay University
- University of Dundee
- James Hutton Institute

The team at the North of Scotland KTP Centre work closely with KTP project partners to bring together teams, and scope, develop and refine applications for submission. We have an average funding success rate of 90%, reflecting our in-depth specialist knowledge and experience of the KTP programme. We also provide high level project administration support to funded partnerships, assisting in the recruitment of Associates, facilitating project meetings and coordinating grant claims and reports.

**To learn more about how the KTP programme can benefit your business, please contact:**

**Andrew Pratt**  
KTP Development Executive  
E: Andrew.Pratt@ktp-link.co.uk  
T: +44 (0)7975 914760

**Laura Dee**  
KTP Development Executive  
E: Laura.Dee@ktp-link.co.uk  
T: +44 (0)7867 506748





# North of Scotland KTP Centre

Innovation through collaboration

## YOUR KTP JOURNEY

HOW OUR TEAM WORKS WITH YOU  
TO TRANSFORM YOUR BUSINESS



### 1) IDEAS

If you have an idea for a specific innovation project, our team will help you to identify your challenge and make sure KTP is the right solution for you.

### 2) IDENTIFY

We can help you to find the right academic experts to make your project happen. We will work together to scope the project and build the project team with the Knowledge Base partner.

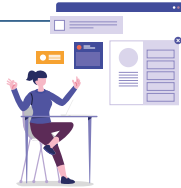


### 3) INTRODUCE

We will introduce you to your nominated Knowledge Transfer Adviser and agree a target application round.

### 4) ITERATE

You will work with the academic team and the KTP Centre to prepare the funding application, which includes a comprehensive form, project workplan and business case.



### 5) INVEST

We have a proven track record of securing funding for our partnerships. During 2021 & 2022, we achieved a 100% award success rate.

### 6) INITIATE

The KTP Centre team will support you to set up your project, including helping with the recruitment of your dedicated researcher, known as a KTP Associate.



### 7) INNOVATE

Your project progresses, with regular interaction between the partners and support from our experienced post-award team.

### 8) IMPACT

A successful KTP will lead to transformation & positive change for your company, delivering benefits for all partners. The KTP Associate will embed new knowledge & capability for long-term beneficial change.



Innovate  
UK

KTP projects are funded by a grant from Innovate UK, and a cash contribution from the business partner.

**“The KTP delivered know-how capability and a confidence that has empowered staff to affect meaningful change right across the business”**

**Grant Rogerson,**  
Chief Executive,  
ANM Group

**“As an SME, KTP provided an excellent framework for us to access expertise and support to explore ideas for a new device and build a validated working prototype within a tight timescale. The KTP advisory team provided excellent support and encouragement throughout.”**

**Rodney Gush,**  
Senior Applications  
Scientist,  
Moor Instruments

**The North of Scotland KTP Centre supported 12 businesses across our region to gain KTP funding in 2021/22, with an average estimated commercial impact of ~£6m by Year 5 post-project.**

### Business benefits from undertaking a KTP:

- Dedicated Associate to lead delivery of a strategic project
- Input from Academic experts
- Access to state-of-the-art university resources and facilities
- Expert support from experienced Knowledge Transfer Adviser and KTP Centre team
- Development of new knowledge and company capabilities for long-term sustainability
- Risk of developing innovation is shared with government co-funder
- Wider support and opportunities through the I-UK Knowledge Transfer Network

Exclusive:

# SOCIAL MEDIA GURU TO SHARE HIS SECRETS

## IN ABERDEEN

**What do Taylor Swift, Rihanna, MTV and Ikea all have in common? They all turn to one man when they want their content to go viral.**

Social media guru Brendan Kane – the inventor of the influencer campaign – is Hollywood’s go-to guy for digital marketing strategy.

Since 2005, Brendan and his team at Hook Point have generated 60 billion views and 100+ million followers for the content they have worked on.

Later this month (February 16), Brendan will jet in from Chicago to share his secrets at a special dinner in Aberdeen to mark the launch of the Ultimate Masterclass Festival

(UMF), a new series of events organised by Aberdeen & Grampian Chamber of Commerce.

He will discuss his best-selling book, *One Million Followers*, in which he chronicles how he built up a seven-digit social media audience in just 30-days.

Business Bulletin sat down with Brendan ahead of the event to give you a preview of what you can expect when he arrives in the North-east.

**How did you get into social media and marketing?**

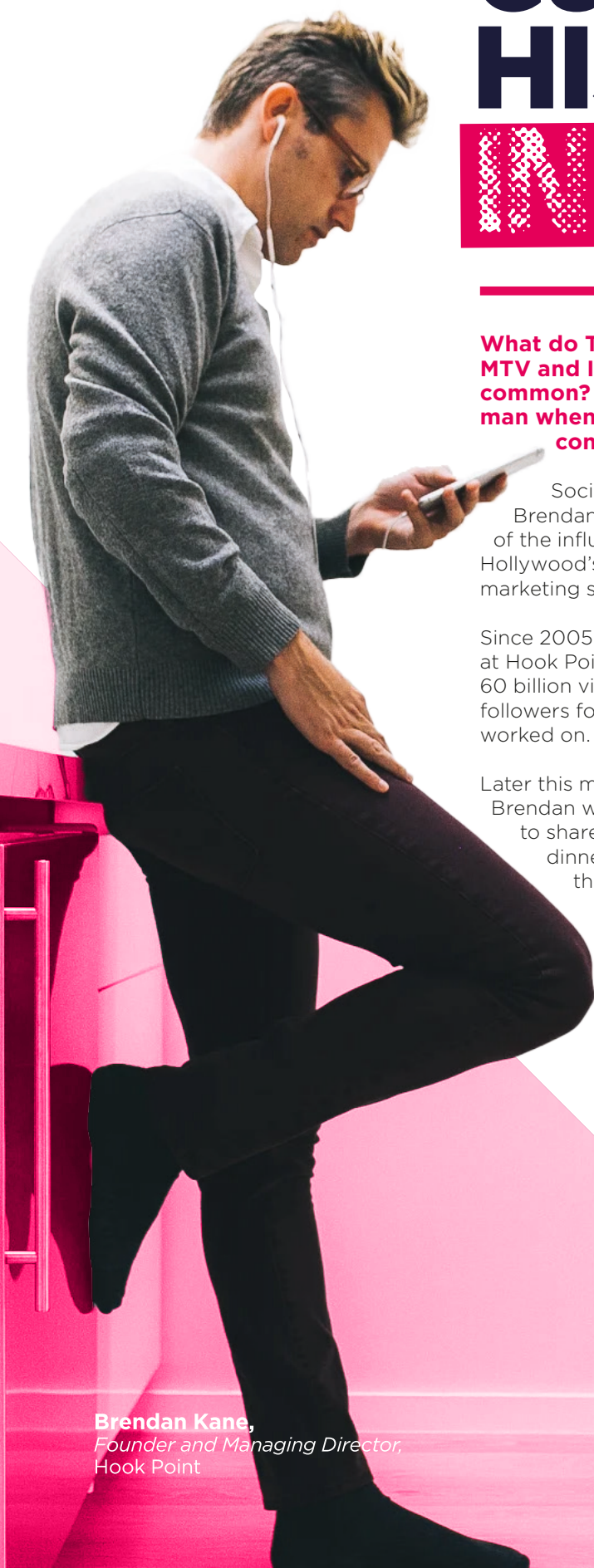
“I initially went to film school to be a film producer and wanted to learn the business side of film.

“But quickly realised that they don’t teach you anything about business at film school. So, to learn about business, I started a few internet companies to learn and experiment.

“Also, internet companies were the most cost-efficient way to get something up and running. Soon I started diving into digital and marketing, and then moved to LA in 2005 to pursue a career in film.

“That’s the time when the entertainment industry started to reawaken to digital after the dot com bust. I basically leveraged my knowledge and experience to help studios build digital divisions from a marketing perspective. It was predominantly focused on social media, the earliest forms

**Brendan Kane,**  
Founder and Managing Director,  
Hook Point







**The question is how do you tell a compelling story that stops people scrolling in those first few seconds, but also holds their attention long enough to get your story across and signal to the algorithms that your content is worth distributing to millions of people.**

of social media like MySpace and YouTube, the primary platforms growing at the time.

“Through that experience, I created the first influencer campaign on YouTube for a movie called Crank with Jason Statham. Additionally, I built the first ever influencer technology platform on top of MySpace while I was working in the early stages of social media.”

**How did you end up working with such high-profile clients?**

“Well, it was a mixture of my work in the entertainment industry, working for movie studios, and leveraging those connections.

“One of the first bigger deals I did was licence that influencer marketing platform I mentioned to MTV, and create a joint venture partnership with them, building out a few different technology platforms. And that’s where introductions came to Taylor Swift, Rihanna, and other notable celebrities.

“But honestly, I would say that the working relationship stemmed from me just understanding where the entertainment industry was, and how they could leverage social media to achieve their goals. And simply speaking to the value of that, through the strategic partners that I had formed by working in the entertainment industry, and also that partnership with MTV.

**What are the three things people need to do now to improve their social media performance?**

“First, dispelling a few myths is really important. One myth is that frequency is the key to success, meaning a lot of people feel that just posting more is going to yield success. And there was a point in time, probably 10 years ago, when that worked, when there were less people on the platform.

“But today, there’s over 4 billion people on social media. Thus, it’s a very crowded and saturated market. So, the algorithms really don’t favour people who just produce more content. They favour people who really are able to grab and hold attention with content as long as possible.

“The question is how do you tell a compelling story that stops people scrolling in those first few seconds, but also holds their attention long enough to get your story across and signal to the algorithms that your content is worth distributing to millions of people. Because the algorithms only care about one thing, and one thing only, and that is user retention. The longer people spend on the platforms, the more ads they can serve, the more profit they generate.

“Another prevalent myth people believe is that the algorithms suppress reach on purpose, in order to get you to pay for that reach. However, this is not the case. If it was, nobody would ever go viral.

“Once they discard the myths, what people need to be doing first is researching and studying other people’s content. Most people use social media from a passive standpoint, meaning they are just



Taylor Swift



SONY PICTURES



CMT

yahoo!



FULLSCREEN

SKECHERS



VIACOM



RIHANNA

LIONSGATE



consuming content on the platform without really stopping and trying to understand why this one video got one million views and the other video got 10,000 views. Studying the landscape of who's doing well on social media and really getting to the bottom of why is a vital factor.

"This leads to another big mistake that people make with social media: they only focus and analyse their own content performance, their own analytics, and then attempt to determine the next steps of content creation. The problem with that approach is you get stuck in this hamster wheel.

**If you had to pick one channel to grow your brand right now, which one would it be?**

"That's a very difficult question. And I'm not going to cop out of answering it, I will answer it, but it's really dependent on what a brand's goals and objectives are.

"TikTok is one of the fastest growing channels where you can grow relatively quickly if your content is dialed in. However,

there's a downside. TikTok is short-form consumption, meaning people are watching things for only 60 to 90 seconds, max. It's possible to upload longer videos to TikTok, but the consumption behaviour of a platform like a TikTok or an Instagram or Facebook is really short-form consumption behaviour. You're lucky to get someone to watch something for 30 seconds, versus a long-form platform like YouTube.

"That's a long form consumption behaviour, meaning people are trained to go to YouTube to watch 10, 20, 30 minute videos. Now the downside to YouTube is that it's harder to pull off building those longer form videos. So, there's trade-offs with each of these platforms.

"The key is mastery. If you master any one of these platforms, on Instagram, or TikTok, or Facebook or YouTube, you'll see massive results and success.

"TikTok's algorithms are a little bit more forgiving and give you opportunities to get big wins."

**What will people attending our dinner take away from the event?**

"They can expect a deep dive into everything that I just broke down. So really understanding what it means to do research, what it means to create effective content for these platforms, and how the algorithms actually work.

"We'll break down what it takes to really excel in social media, no matter what platform, to break through to the next level. We'll discuss our Viral Content Engineering process that's backed by 60 billion views, 100 million followers, and a billion in revenue."

Sound good? Get your tickets now at [umf.events](https://umf.events), or scan the QR code on this page.



ULTIMATE  
MASTERCLASS  
FESTIVAL



Aberdeen &  
Grampian  
Chamber of  
Commerce

UMF.EVENTS



ONE MILLION  
FOLLOWERS:

A DINNER WITH  
BRENDAN KANE

16  
02  
23

SPONSORED BY

MEARNS & GILL

SINCE 1936



YOU CAN'T  
SAY FANNY!

PUSHING THE BOUNDARIES  
WITH ADVERTISING

18  
04  
23

SPONSORED BY

adsmart

from sky



THE  
IMPORTANCE  
OF FAILURE:

AN EVENING WITH  
ELIZABETH DAY

11  
05  
23

SPONSORSHIP  
AVAILABLE



VEGAN'T  
BELIEVE IT'S  
NOT SAUSAGE!

PUSHING THE BOUNDARIES  
WITH ADVERTISING

21  
06  
23

SPONSORSHIP  
AVAILABLE



DON'T PANIC!:

AN INSIDER'S GUIDE TO  
COMMUNICATING IN A CRISIS

25  
08  
23

SPONSORED BY



Aspect

The  
Strategic  
Communication  
Experts



HAPPY SEXY  
MILLIONAIRE:

AN EVENING WITH  
STEVEN BARTLETT

24  
10  
23

SPONSORED BY

FIFTH RING

VIP DRINKS  
RECEPTION  
SPONSOR

ZIX  
BUSINESS SOLUTIONS

# Business lessons I've learned



**Barry Booth,**  
CEO, Intellicore

## What does your company do that others don't?

Intellicore specialises in creating and developing technology that solves specific challenges for our customers. We are your technical partner and extension to your team, ensuring your software and hardware are working harder so your team are able to do their job efficiently and your company is operating as proficiently as possible. Whether it's working with existing business systems to improve their performance and integration, or creating completely new ones such as a mobile/tablet app or a bespoke CRM system, we are always driven by a desire to make things easier for our clients. We also want to help businesses take their own tech ideas from concept to market and then scale them into a highly successful business.

## What are the most pressing challenges that your industry sector faces today, and why?

The skillset of what we do at Intellicore is very niche, which is a good thing from a business sense but can be challenging when trying to hire the highest calibre of people. The market is extremely competitive so when we hire someone, we work hard to do everything we can to retain them

in the business. With strong career progression opportunities and a great support network, we hope that when people join Intellicore they feel integrated and valued. We then can nurture their existing skills to always deliver a high standard to our customers.

## What is the hardest lesson you have learned in your career to date?

The importance of reinvesting into the team and the company. I have come to realise what a priority this must be for our business plan. We have a huge amount to deliver for our customers and we are in a sector that is constantly evolving and moving forward. Investing in continuous development for the team and ensuring we have the most up to date equipment so that we can continue to bring value to our customers. By investing in this way, we can ensure our business is maintainable and scalable and we have the procedures in place for growth.

## What is the most valuable piece of business advice you have ever received?

Cashflow is King. It's such a simple one but keeping an eye on your cashflow

# Quick fire round

## What was your first job?

A paperboy and a stonemason during the summer holidays. Out of uni, I was a Software Engineer.

## When would you like to retire?

I was hoping to retire before now!

## What did you have for breakfast?

Fruit. Very healthy!

## Who, or what, inspires you?

My old man has always been my biggest inspiration. He worked hard and made our life the way it is.

is essential to maintaining and growing your business.

## What's been your proudest career achievement to date, and why?

I'm exceptionally proud of how the business has grown. In particular, that the business is completely self-funded, with no external investment. Everything that we have achieved has come into the business and been reinvested to get us to the position we are in now. We are providing solutions to companies worldwide and being relied upon to make their businesses grow. We are setting the standard and writing technical papers that are acknowledged by industry leaders across the globe.

## If you could make one thing happen tomorrow that would benefit North-east Scotland, what would that be?

I think all Aberdeen businesses would agree that the city centre desperately needs development. Following the difficult couple of years from the pandemic, and now a cost-of-living crisis, Aberdeen city centre is in a poor shape just now. I support the plans that are in place and would love to see action to bring some life back into the area.



## i-Protech leading light in solar energy systems

Award-winning i-Protech has become the North-east's first installer of modern solar energy systems to achieve dual accreditation with both MCS solar and battery storage systems.

i-Protech owner, Stuart Munro, said attaining the accreditation demonstrates the company's commitment to its customers by ensuring best quality practices.

"Achieving accreditation in battery storage systems is just another string to our bow and shows that we are determined to maintain the best standards. We are the second company in Scotland to be accredited and 35th in the UK – a huge achievement in an industry that is growing so quickly," he said.

This year has been one of i-Protech's busiest since Stuart started the company in 2015, with thousands of enquiries and jobs completed. He has grown the team this year too, to keep up with demand.

Stuart added: "Demand for solar panels and technology has risen at a huge rate these past few months, especially with the increased cost of living and energy. Customers are also taking advantage of the interest free grants and loans which are being offered by Home Energy Scotland, which help spread the cost of the investment.

"With all this in mind, it is very important to us as a company that we continue to evolve and keep up-to-date with the latest technology so as to meet our customer demands."

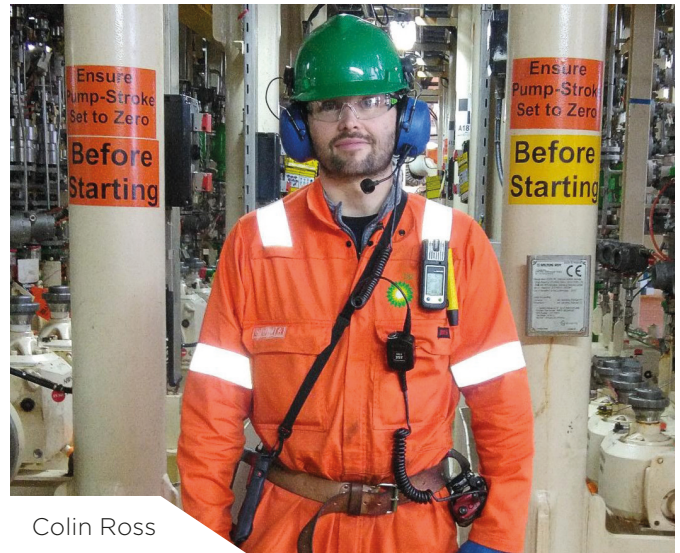
## Brodies receives inclusive culture award

Top 50 UK and leading Scottish law firm Brodies has been recognised for its commitment to inclusion and diversity at the enei Inclusivity Excellence Awards.

The annual honours invite entries from employers worldwide and provide a platform for organisations to showcase their achievements in promoting and progressing workplace diversity, equality, inclusion and belonging.

Brodies received the inclusive culture award at a ceremony in London. The firm was praised for its hard work, dedication, and commitment to progressing diversity, equality, and inclusion.

The Head of Inclusion and Diversity at Brodies, Ashley McPartlin, said: "To be recognised for this award and the progress we have made is testament to the commitment of our firm, our colleague networks, our senior leaders and our colleagues to build a culture of inclusion and to make us an employer of choice where people from all backgrounds feel that they truly belong."



Colin Ross

## OPITO names 2022 Apprentice of the Year

In search of greater work-life balance, a 28-year-old ex-gymnastics coach joined the OGTAP scheme and has now been named 2022 Apprentice of the Year by the global energy safety and skills organisation, OPITO.

Pursuing a career change to spend quality time with his family, Colin Ross, secured a sought-after place in the Oil & Gas Technical Apprentices Programme in 2020. Colin is now in his third year as a Process Operations Apprentice, working offshore on the Glen Lyon FPSO.

Colin, has always had an interest in the energy industry but lacked experience. "With no experience, an apprenticeship programme felt like the best route to take," he said.

OGTAP is one of the UK's largest industry-led apprenticeship initiatives, managed by OPITO and the ECITB. The scheme has brought around 2,000 young people into the oil and gas industry since its inception in 1999, with one of the highest achievement rates in the country.

Colin added: "It's cheesy and everyone says it, but I really am honoured to receive this award. I know the high-quality of people completing this course with me, and being recognised out of my 74 peers is a real boost and reminds me that I'm heading in the right direction."

The OGTAP programme focuses on four key disciplines: electrical maintenance; mechanical maintenance; process operations; and instrumentation and control, all of which provide the fundamental qualifications required for technical roles in oil and gas, renewables, and associated sectors.

Apprentices attend an industry-selected college for 21 months to gain the required qualifications before spending two years with a sponsoring energy company. During this time they receive expert training and mentoring, gaining industry-specific skills, as well as an SVQ Level 7 in their chosen discipline.



## Her Majesty The Queen Consort marks tenth year as University Chancellor with visit

Her Majesty The Queen Consort marked her tenth year as Chancellor of the University of Aberdeen with a visit to the University's Science Teaching Hub, which opened last year.

A key theme of the visit was the University's progress on sustainability, and The Queen Consort met with staff and students to learn more about the University's commitment to sustainability through its education and research, aligned to the United Nations Sustainable Development Goals (SDGs).

As well as watching students and technicians engage in laboratory work, Her Majesty also learned of the University's educational outreach work and met with local schoolchildren taking part in lab activities.

The Queen Consort's visit included meeting with leading scientists whose research focuses on sustainability issues, including Professor Pete Smith whose award-winning work contributed to the development of the Cool Farm Tool app, which helps farmers calculate and tackle carbon emissions.

Meanwhile, Her Majesty learned of the University's institutional aim to be net zero before 2040, a key commitment of its Aberdeen 2040 strategy which places sustainability at the heart of the University's long-term mission - with four of its twenty headline commitments relating to environmental sustainability.

The visit concluded with Her Majesty giving a short speech to an invited audience of civic and community leaders, as well as students and staff, where she described her installation as Chancellor as a "great honour" and highlighted many of the University's achievements over the last ten years, including its

two Queen's Anniversary Prizes for world-leading healthcare and environmental research.

"I have taken the greatest interest in all your work and have sung your praises at every opportunity," she added.

Professor George Boyne, University Principal, said: "We were delighted to welcome Her Majesty the Queen Consort to the Science Teaching Hub to celebrate her tenth year as Chancellor, and to tell her more about our progress on sustainability.

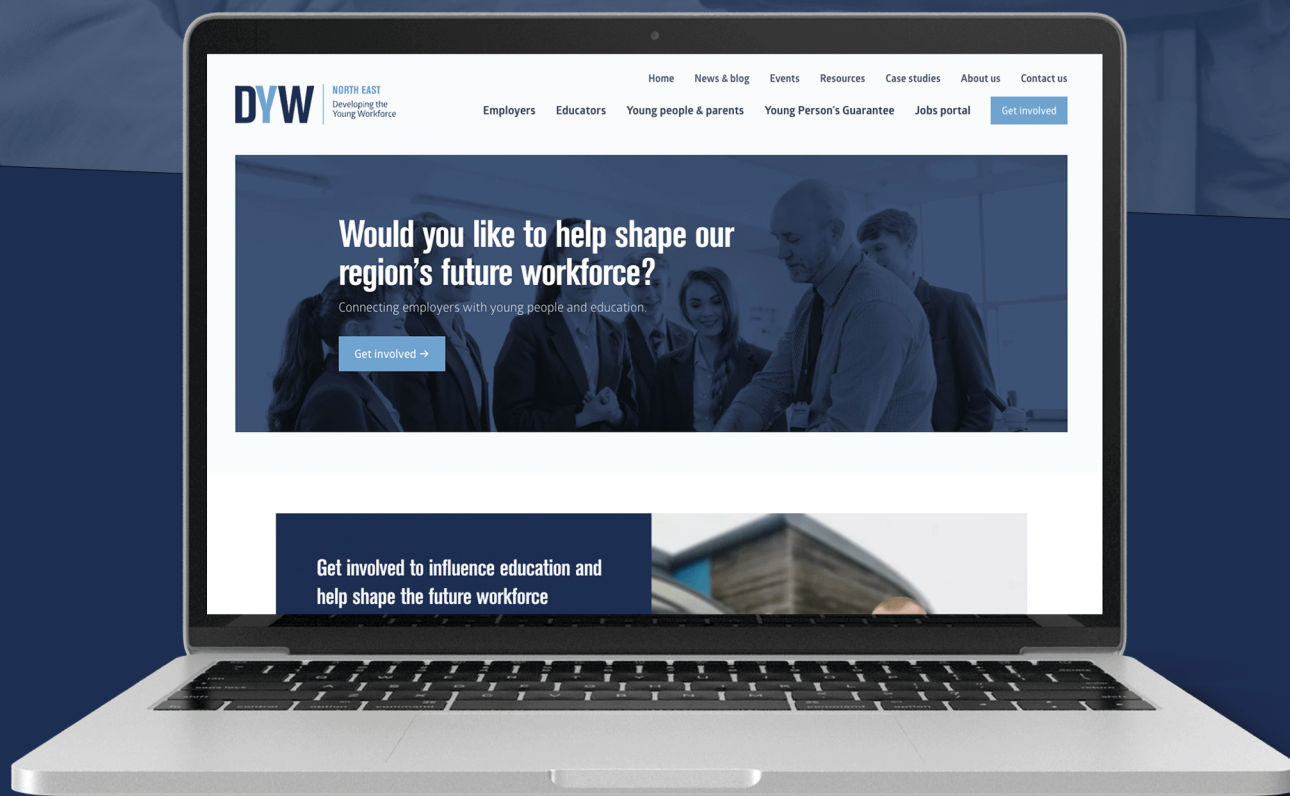
"Since launching our Aberdeen 2040 strategy almost three years ago we have sought to embed sustainability as a key component in our teaching, research and other institutional activities, aligned to the United Nations SDGs.

"Our achievements so far include being ranked 2nd in the UK and 13th globally for sustainable education in the new QS Sustainability ranking and continuing to be ranked among the top 200 universities in the world in the Times Higher Education (THE) Impact Rankings, which recognise universities for their social and economic impact under the SDGs.

"Looking ahead we will continue to seek out new ways to embed sustainability across our research and teaching and build upon the progress we have made towards our institutional aim to be net zero before 2040, managing the negative impacts associated with our operational activities such as waste production, energy use, and travel."



# CONNECT WITH YOUR FUTURE WORKFORCE TODAY



## To grow your business, you need the right people.

Developing the Young Workforce (DYW) North East can help your organisation to connect with young people and:

- Shape your talent pipeline
- Raise your profile in your local community
- Diversify your workforce
- Motivate your existing team through development opportunities
- Meet your ESG/CSR goals.

DYW North East plays a key part in the delivery of the Young Person's Guarantee.

Scan the QR code to find out more



**DYW**

**NORTH EAST**  
Developing the  
Young Workforce

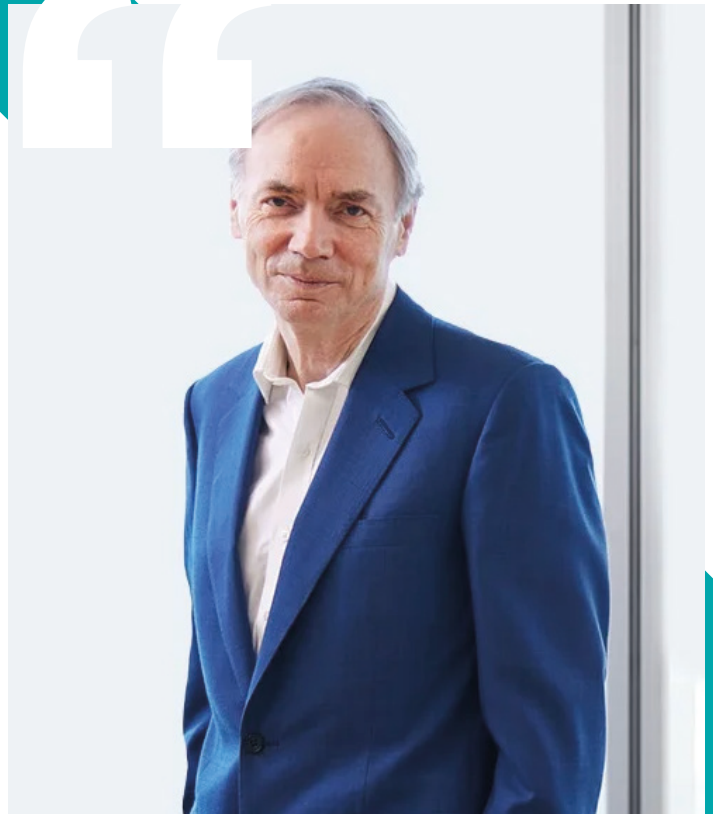
**Young**  
**Person's**  
**Guarantee**

 [dyw.org.uk](https://dyw.org.uk)

 [info@dyw.org.uk](mailto:info@dyw.org.uk)

# Windfall taxes unfairly punish the North Sea independents we rely on for oil and gas

**Sam Laidlaw,**  
*Executive Chairman,*  
Neptune Energy



## The UK's North Sea has changed – so too must the way we tax it.

Last April I wrote in this paper about how the Government's recently published British Energy Security Strategy would help restore investor confidence and breathe new life into the North Sea. Despite all the tumult we have seen since, this remains the right strategy for the country.

But in the months since, things have taken a turn. The introduction of two new windfall taxes – or Energy Profits Levies – have sent investor confidence to an all-time low, putting at risk the vital work government and industry must do to bolster energy security and deliver the net zero transition.

A decade ago, the impact would not have been so significant. Those who invested in the North Sea were mainly major international energy groups with the balance sheets to absorb temporary increases in taxation across their global portfolios.

Today, the bulk of both production and investment in the UK's North Sea does not come from the majors, but from independent energy companies that are focused on unlocking the vital energy sources that the North Sea still offers, many of which are financed from the City of London.

While majors have moved out of the North Sea, the independents have moved in. In the last six years, these companies have invested more than \$50 billion in the basin – more than double that of the larger companies who used to dominate. Collectively, they now produce more than 50% of the UK's oil and gas needs – a number that will grow in the years ahead.

Yet, it is on the shoulders of these independent companies that the impact of these new windfall taxes falls disproportionately. Unlike the majors, these companies don't have the same level of balance sheet power and rely on external sources of funding that come with more strings attached.

Like any lender, banks require collateral to provide finance. For independents, their borrowing capacity is determined by the value of their reserves, much like a mortgage on the value of a house. Higher taxes erode the value of these reserves, restricting their ability to access investment capital and continue to invest in new projects.

Lenders also require them to sell production forward to protect future revenues. What they produce today is not sold at current prices, but at 'realised' prices agreed two or even three years ago, when prices were significantly lower.

Energy retailers that bought this gas forward have benefited from this, lowering the cost of supply to consumers.

Clearly the sector – including independent companies – must play its role in ensuring the country can balance the books. To avoid this coming at the expense of long-term energy security goals, there are two simple steps that I believe the Government can take to create a tax environment that still unlocks major investment.

First, the new windfall tax should include a price floor – as is the case for power producers. If commodity prices remain high (as it forecasts they will) then the higher levels of tax should only apply to that proportion of revenue that is higher than historical averages. If they fall back to historic averages, it falls away.

Second, as a windfall tax, the EPL should target only actual profits by factoring in realised prices – in other words, the revenue that the companies actually earn when they sell their energy ahead of time, rather than at current high prices that reflect only a fraction of what they sell. Profit derived from production sold at or below the level of the floor price should be exempt.





## Harbour Energy to cut jobs in Aberdeen in response to UK windfall tax

Implementing these two simple changes will ensure independents can access finance, providing them with the capital to invest now for the future – not only for new sources of gas and oil, but also, importantly, for repurposing facilities for the energy transition.

The Government was right to implement an investment allowance alongside the EPL – and its recently announced new exploration licencing round was welcomed by the sector. This will help maintain the domestic resource that is essential to the UK's energy security, while drawing on the sector's skills and know-how to develop new technologies and scale up production.

Both the Prime Minister and the Chancellor spent their previous careers in finance. They reacted quickly and decisively to restore confidence in the UK's financial markets in the Autumn.

They must now react just as quickly to ensure the UK's laudable aim of energy independence by 2040 does not fall at the first hurdle.

The North Sea's largest oil and gas producer is preparing to cut hundreds of jobs and shift attention outside of the UK in response to the windfall tax.

Harbour Energy confirmed that it had launched a review of its UK business "to align with lower future activity levels" after the tax rate on operators was increased from 40% to 75% following months of soaring gas and oil prices. And in a trading update released to the London Stock Exchange, the firm also confirmed that it has not taken part in the UK Government's 33rd offshore licencing round.

It has not revealed how many jobs will be lost, but industry sources told The Telegraph they believe the number to be "in the hundreds".

Harbour is the first company to blame job cuts on the windfall tax, although others have warned it could curb investment. TotalEnergies, the French oil and gas giant, has said it will cut North Sea investment by £100million or 25% this year owing to the tax.

Addressing investors this morning, Harbour Chief Executive Linda Cook said: "We remain committed to playing an important role in the continued supply of reliable and responsible domestic oil and gas in the UK.

"However, while oil and gas prices have reverted to more normal levels we still face a tax rate of 75% in the UK due to the recent tax changes, making investment in the country less competitive. As a result, the EPL necessitated a review of our future activity levels in the UK and reinforced our ambition to grow and diversify internationally."

Mike Tholen, sustainability director at Offshore Energies UK, the trade group, said the government needed to "rebuild confidence" among industry.

He said: "These tax increases, and the threat of more to come, have made the UK a much riskier place to invest and so makes it far more likely that investors will look overseas instead."



## Stewart Milne Homes achieves positive sustainability rating

Leading independent housebuilder Stewart Milne Homes has significantly improved its sustainability credentials according to the 2022 NextGeneration annual report.

The 'NextGeneration Benchmark' is the annual sustainability standard of the 25 largest homebuilders in the UK, plus any other voluntary participants, with companies assessed on publicly available sustainability information against over 60 public criteria, covering the Environmental Social and Governance (ESG) spectrum.

2022 data shows Stewart Milne Homes has moved up seven places compared with 2021, demonstrating an improvement of 15%, putting the company in the top two within its peer group.

Results show the company was in the top quartile for 'Future Proofing', 'Design and Placemaking' and 'Health and Safety'.

Stewart Dalgarno, Director of Innovation and Sustainability at Stewart Milne Group said: "Our 2023 sustainability strategy underpins our goal to become a net zero carbon home builder by 2045. We are committed to delivering net zero carbon homes and sustainable communities, working closely with residents and local organisations. Our school eco-garden wildlife projects and our new hedgehog homes initiative demonstrate that we are passionate about creating 'people-shaped places', creating and enhancing communities where people want to live, work and play."

## Boskalis announces its 100th offshore windfarm project

Boskalis has acquired the contract to construct a large offshore windfarm off the United States coastline. The Boskalis project scope includes the transportation and installation of the wind turbine foundations and power cables for which two crane vessels, several transport and cable-laying vessels will be deployed. The contract marks a special milestone for Boskalis as this is the 100th offshore windfarm project that Boskalis has worked on over the past decade.

Peter Berdowski, CEO Boskalis: "We are proud to have reached the milestone of our 100th offshore wind farm with the award of this wonderful project. It illustrates the leading role we have established in the offshore wind market over the past decade. In those ten years, we were involved in the realisation of almost half of all offshore wind farms worldwide, excluding the Chinese market. With our combination of hydraulic engineering and offshore activities, we are making a unique contribution to the global energy transition."



Jenny Lawrence at St Margaret's School for Girls

## Newsround presenter visits former school

BBC Newsround presenter Jenny Lawrence returned to her former school to encourage girls to consider a career in the media.

She visited St Margaret's School for Girls in Aberdeen to host a presenting workshop with junior school children as well as offer career advice to girls in the senior school.

Jenny attended St Margaret's from nursery, leaving at the end of sixth year in 2004. Even as a pupil, she had her sights set on a career in journalism and regularly wrote for the school newspaper.

She said: "One of the reasons I feel so lucky to have come to St Margaret's is it's an incredible environment to grow up in - you're surrounded by girls who all have their own interests, from sports to science and drama. I didn't realise how important that was.

"At Newsround, a big topic that we work on is gender equality and whether boys and girls are equal, and visibility is crucial - having role models is so important and I was surrounded by strong women and girls at school which has had a big impact on me without even realising it.

"And today the girls at St Margaret's each have the opportunity to grow up and develop in an environment where they will be encouraged to believe that they can do anything."

Head teacher of St Margaret's Anna Tomlinson said: "It was lovely to welcome Jenny back.

"We have followed her career closely and everyone found Jenny's sessions really inspiring. Journalists have the power to achieve great change but, until fairly recently, the media was yet another male-dominated industry.

"Thanks to people like Jenny, women are now better represented in these professions and we are proud to be continuing St Margaret's long tradition of encouraging young women to make their voices heard."



## Property Business Breakfast

March 09, 2023 | 07:00 - 09:00

With property prices predicted to tumble across the UK in 2023, can Aberdeen buck the trend once again? Join our panel of residential and commercial property experts, and financiers, to hear what this year has in store.



## Energy Transition 37 Business Breakfast

May 23, 2023 | 07:00 - 09:00

The dash for gas triggered by Russia's invasion of the Ukraine has moved energy security to the top of the government's priority list - so what impact has this had on our energy transition?



## How Westminster Works

July 5, 2023 | 07:00 - 09:00

Join us for this exclusive Business Breakfast where we will explore how power works in the UK with one of parliament's most notorious figures (and voices), John Bercow. Orrrrduuuuuurrrrrr.....



## 2023 UK Economic Outlook

October 5, 2023 | 07:00 - 09:00

Ahead of the 2023 Autumn Budget, we're bringing former Treasury insider Thomas Pugh back to Aberdeen to provide some exclusive insight on the current state of the UK economy.



## Energy Transition 38 Business Breakfast

November 14, 2023 | 07:00 - 09:00

Two years on from COP26 in Glasgow, is the UK on the right path to hit its ambitious net zero targets? Or has the UK Government's drive to produce more oil and gas domestically put the brakes on the energy transition?



## Business Breakfast: Inside the BBC

December 14, 2023 | 07:00 - 09:00

Join us for this special Business Breakfast to hear how BBC boss Tim Davie has navigated some of the most difficult corporate challenges imaginable, whilst plotting a digital future for this pillar of British life.

Book your tickets at [www.agcc.co.uk/events](http://www.agcc.co.uk/events)



# Scottish Enterprise investing to grow North-east economy

## Times are tough for North-east firms at the moment, with many just focusing on survival.

Companies are being squeezed from all sides - with high energy bills, increasing labour costs and the eye-watering price of fuel are among factors contributing to significant inflationary pressure.

However, despite the current economic gloom, Scotland still needs to look to the future - and all opportunities for growth.

New jobs and new industries will be key to having a thriving business community in the years ahead.

Scottish Enterprise (SE) play a big role in helping our firms grow and innovate, invest and internationalise.

The economic-development agency can give support in a variety of ways, including business development and advice, product and service development, funding and grants, exports and international markets, and productivity and employee engagement.

Rhona Allison, Managing Director of Business Growth at SE, said: "We are supporting the delivery of the Scottish Government's 10-year national strategy for economic transformation to deliver a greener, fairer and stronger Scottish economy."

"We work with many companies based in the North-east on some truly-transformative projects and companies that will shape not only the region but Scotland's future economy.

"We also work closely with other public and private-sector partners, such as local authorities, Business Gateway, Skills Development Scotland, and VisitScotland among others, as well as with private-sector partners such as Opportunity North East to enable joined-up delivery of a wide spectrum of support to businesses.

"In addition, Scottish Enterprise has made significant investments in major infrastructure projects in the region in recent years, including £10million for the P&J Live indoor arena and just under £13million for the Port of Aberdeen expansion.

"We are also supporting the Energy Transition Zone with its energy incubator and scale-up hub."

SE says it has supported development of many Aberdeen City Region Deal projects and is also helping a wide variety of ventures in the North-east.

At the end of last year, the economic-development agency revealed it was backing an Aberdeenshire firm in a UK first.

NorFrame, a timber-frame specialist at Foveran, is building a factory to be powered exclusively by renewable energy.

The site will manufacture timber kit frames for homes, schools and commercial buildings using power generated from an on-site anaerobic digestion plant fuelled by silage from a neighbouring farm.

## Scottish Enterprise facts

- The economic-development agency works directly and intensively with around 1,000 companies offering strategic advice and targeted practical support to help them innovate, invest and internationalise - creating new jobs and delivering growth both in Scotland and abroad.
- SE also helps a further 8,000-10,000 firms through specific support for innovation, increasing productivity, exporting and investment support in Scotland to help them grow and create new jobs.
- The economic-development agency delivered just under £300million of economic development support in Scotland during 2021/22.
- It supported the creation/retention of over 13,000 jobs, and supported more than 400 projects set to deliver an additional £1.2billion in future capital and R&D investment.
- SE work supporting Scottish businesses to export is estimated to help generate £1.4billion in international sales.
- Its investment activity helped early-stage businesses raise £395million in equity and debt growth investment and generated more than £106million in investment income - directly reinvested to support Scotland's economic recovery.

The £4million factory due to be completed this spring will initially create 11 new jobs and safeguard a further 14.

Director Gregor Davidson said: "Our goal was to solve a carbon-footprint problem that would provide 100% assurance that a timber-manufacturing process can be clean, green, and cost-effective.

"The idea of combining the neighbouring anaerobic digestion plant and silage from a farm four miles away with a two-zone heat-capturing design came after months of testing and reworking our plans. It was a eureka moment.

"It means that we take silage, ferment it for six months and then feed it into the anaerobic digestion plant which will power the factory.

"During that process, heat is created. Our idea is to capture that heat - which would have otherwise gone to waste - and redirect it to heat the entire factory and office space. And any waste from the digestion process is then used as fertiliser for next year's crop. It is a fully-organic, closed-fuel cycle and we know it will make a significant contribution to Scotland's net zero ambitions."

SE is providing NorFrame with £750,000 from the Low Carbon Manufacturing Challenge Fund. This was the first grant awarded through the fund.

Enterprise Minister Ivan McKee said: "We are fully committed to reaching net zero by 2045 and developments such as NorFrame will play an important role to reach our goal. It's great to see that new jobs will be created through this development."

And, last month, it was announced that an Aberdeen University green energy project was receiving £75,000 of funding from SE's high-growth spin-out programme. This work is looking at an efficient circuit system for renewable energy.

Jane Martin, Managing Director of Innovation and Investment at SE, said: "Our programme is proven to help leading academics to turn innovative ideas into business ventures by providing investment and advice to start-up, commercialise and scale."

She added that there were brilliant ideas coming out of Scottish universities which will help solve global environmental issues and build a greener economy.

Recent research on the impact of the SE programme over the last 10 years found that 26 companies have raised a total of £144million in equity investment, and many of those involved had formed successful businesses.

Meanwhile, in November, SE reported that Aberdeen's Leap Automation was planning to ramp up operations following a seven-figure cash injection.

The business, which specialises in artificial intelligence-enabled robotics for food companies, had received a significant round of investment from Alba Equity and SE, further bolstering previously raised funds.

The firm plans to consolidate its lead in the food-packing automation sector by increasing its team of 21 and strengthening its production, product development and support capability.

Also last year, intelligent energy management and storage technologies specialist Verlume received a £2.5million investment from a Par Equity-led consortium which included SE.

Aberdeen-based Verlume offers a suite of products and services across the underwater, offshore and onshore sectors, helping clients to reduce carbon footprint and decarbonise operations. The new investment was to help it rapidly accelerate its growth.

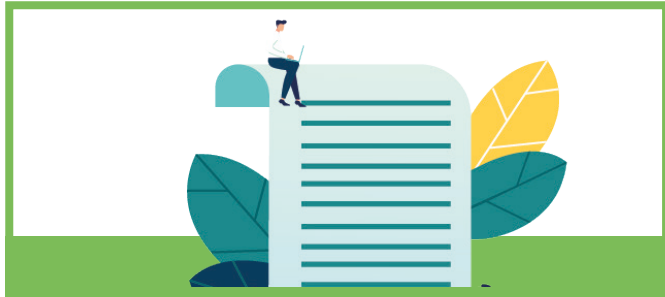
Ten projects in the North-east were awarded financial support for new innovation projects and investment into R&D in 2021/22, with a combined grant value of over £5.5million.

In addition, between 2010 and 2021, there were 202 foreign direct investment projects delivering 8,452 jobs and attracting capital investment of £5.2billion for the region.



# UPSKILL YOUR STAFF

Grow your business with the Chamber's training courses



**February 08**  
**Presentation Skills**

\*£325 +VAT

Learn how to deliver a dynamic and motivational presentation confidently.



**February 10**  
**Negotiating and Influencing Skills**

\*£325 +VAT

Learn tactics and skills of persuasion that lead to success.



**February 15**  
**LinkedIn Essentials for Business Professionals (½ day)**

\*£270 +VAT

Designed for Business Owners and CEO's to find leads, humanise the brand and grow your international network using LinkedIn.



**February 15**  
**Understanding Export and Export Documentation**

\*£325 +VAT

Understand the end-to-end export process and export documentation requirements.

# NEW COURSES FOR 2023



**FORREST TRAINING**

#never dull #never boring #never forgotten

- One stop shop for training
- Full range of First Aid Qualifications
- Mental Health First Aid at Work
- Safe Handling of People

For more information and to book a training course:  
info@forresttraining.co.uk  
www.forresttraining.co.uk

Tel: 01224 659297

**FORREST TRAINING**  
YOU'RE IN SAFE HANDS



**February 13** \*£325 +VAT  
**Dealing with Difficult Situations**

Understand the variety of personalities and determine how to alter your approach for each.



**February 14** \*£325 +VAT  
**Assertiveness at Work**

Learn to communicate your point of view without causing conflict.



**February 20** \*£620 +VAT  
**Advanced Management Skills (2 days)**

Grow as a manager and improve the performance of your team.



**February 22** \*£325 +VAT  
**Project Management - The Fundamentals**

Understand the principles of project management and the complexities of scale.



**February 27** \*£325 +VAT  
**Customer Service Excellence**

Discover the techniques to excel at customer service.



**SCAN HERE TO FIND OUT MORE**

Or visit [agcc.co.uk/training](http://agcc.co.uk/training)







Craig Scott

## New cocktail bar in Aberdeen

Aberdeen's newest Cocktail Bar has opened in North Silver Street.

The Bartenders Lounge is co-owned and operated by Craig Scott who has relocated from Edinburgh, bringing with him many years' experience working in some of Edinburgh's top cocktail bars and event management operators.

Craig said: "The Bartenders Lounge offers an extensive selection of quality cocktails, gins, wines, whiskies and beers all served in a relaxed and welcoming environment.

"We have spent some time looking for the right location in the city centre and believe that these premises provide the ideal setting."

Lisa Cowie, Commercial Surveyor of FG Burnett, acted on behalf of the occupier in acquiring the premises for its first Aberdeen venture.

She said: "This is yet another exciting new addition to the city's leisure offering which I'm sure will quickly attract a large and loyal following.

"Situated directly opposite the popular Under the Hammer and Globe bars and in close proximity to the various bars and restaurants in Golden Square, this part of the city centre is undoubtedly undergoing a renaissance.

"The premises are ideally located for both HMT and the Music Hall making it the perfect spot for a pre or post show drink.

"The challenges facing the city centre and the hospitality sector in particular are well documented and a number of positive initiatives are ongoing to attempt to address these.

"The opening of another high-end hospitality offering in the heart of the city centre is another 'good news' story for the city demonstrating the confidence which young entrepreneurs, like Craig, have in our city."

## ANM Group raise over £176K throughout 150th Anniversary year

ANM Group staff, members and customers celebrated the Group's 150th anniversary year raising £176,298 for local charities.

The Group were fundraising throughout their 150th anniversary year in 2022 to support local charities including Abbie's Sparkle Foundation, Charlie House, Scottish Association for Mental Health (SAMH) and Caithness based charities Caithness Palliative Care and Listening Ear. The charities were specially chosen by ANM Group staff.

Grant Rogerson, ANM Group Chief Executive said: "We have been overwhelmed by the support shown throughout our 150th anniversary year. The amount raised is testament to generosity shown within the agricultural and business community and we are thrilled to see local charities benefiting. A massive thank you to everyone that got involved in our fundraising efforts."

Alan Hutcheon, Director ANM Group said: "A huge thanks to customer, members and staff for helping to raise funds for these excellent worthwhile charities. It has been a privilege to work alongside these charities over the past year and we are delighted to have exceeded our fundraising target. We are proud to be supporting these inspiring charities who make a real difference in our local communities."



Anne Brown, Gordon Robertson, Peter Clark, Heather Stephen, Katrina Beaton, Alix Reid and Marjory Rae

## RCCW raises £25,600 for Friends of Roxburghe House

RCCW's Charity Committee were delighted to handover a cheque for £25,600 following two years of fundraising.

Callum McDonald Managing Partner commented: "RCCW staff have enthusiastically participated in a wide range of activities both within the firm and locally to raise funds for a highly regarded local charity that provides a much needed service for the community. Their combined activities demonstrate how team work can deliver outstanding results."





Aberdeen &  
Grampian  
Chamber of  
Commerce

Principal sponsor

**BRODIES**<sup>LLP</sup>



**NORTHERN  
STAR2023  
BUSINESS  
AWARDS**

The biggest and best  
*business event*  
in the North-east

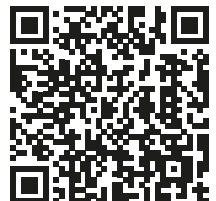
**CAN YOU AFFORD NOT TO BE THERE?**

Over 700  
places sold  
*already!*

April 28, 2023 | 18:00 - 00:30 | P&J Live

**BOOK YOUR  
TABLE HERE**

MEMBER | £1500 NON-MEMBER | £1700







**Ruth Aberdein,**  
*Partner and Head of Family law,*  
Aberdein Considine

**Area of expertise?**

I lead a team with vast combined experience dealing with all aspects of Family Law. Having specialised in Family Law for over 20 years, my own practice now largely centres on complex separations and divorces, as well as pre and post nuptial agreements. These often involve business interests and/or feature cross border or international elements. I frequently act for Company Directors and business leaders, and work closely with other professionals, including Accountants, Financial Advisors and Actuaries, to provide comprehensive and high-quality advice.

**What should people know?**

My key focus in any situation is to achieve the right outcome for our clients. Every case is different and every strategy must be tailored to the client's needs. I hold Law Society of Scotland Specialist Accreditations in Family Law and Family Law Mediation, and I am a Collaborative Family Lawyer. I am also an experienced litigator, in the Sheriff Courts and the Court of Session. It has become increasingly clear though that utilising alternative methods of dispute resolution (such as Collaborative Family Law and Mediation), is often the best way forward for all involved, the key advantage being that they benefit the whole family, especially children.

**What's the biggest mistakes companies make?**

Businesses can bring complexities, especially when they are family run or owned. They are often restructured, or company shareholdings are allocated to spouses. These steps might be essential due to circumstances, or for legitimate tax or financial planning purposes but such changes can create issues in the event of separation or divorce, by inadvertently converting what would have been non-matrimonial property into matrimonial property, ultimately creating a detrimental impact on leverage in settlement negotiations.



**Patrick Rabindran ,**  
*Director,*  
Materials and Corrosion Protection Limited

**Area of expertise?**

Materials and Corrosion Protection Limited specialise in materials engineering, design and supply of cathodic protection systems, coatings selection and integrity management. We provide site services including site investigation, inspection, CP surveys both onshore and offshore.

**What should people know?**

A lot of time and money is spent in both the oil and gas and the energy industry to ensure safe design and operation of the assets. One of the major challenges in industry is dealing with corrosion since almost all metallic materials are prone to corrosion in all environments. It is important to ensure that the materials selected for the application are suitable for the purpose and preserved for the entire design life.

**What's the biggest mistakes companies make?**

Two of the biggest mistakes that companies make is using people with limited technical knowledge and comprising on quality. When it comes to the oil and gas and energy industry, mistakes in design or during operation can be disastrous to the environment and to human lives.

**What's your top tip?**

Our top tip would be to employ the right people for the job, and never to compromise on quality the sake of schedule or cost. Ensure that the assets are monitored and maintained as required for safe operation and for the cleaner environment.



**Alan Smith**,  
*Head of Investigations,*  
STC INSISO

### Area of expertise?

I could best be described as a career investigator. I enjoyed a 30-year career in Policing as a Detective investigating major crime; now I am privileged to head up a team of industry investigators who travel the world supporting clients to carry out incident investigations and teaching investigation skills to internal teams.

### What should people know?

When an organisation or business suffers an incident or a failure, it is important to not only understand what happened but why. The technique to understand why is called Root Cause Analysis (RCA). Only when you understand why an incident took place can you put in place actions to fix the issue and hopefully prevent reoccurrence.

### What's the biggest mistakes companies make?

When companies have a minor incident or a near miss, it is tempting to trivialise what happened, correct things with a quick fix and move on. These incidents however are a symptom of a deeper underlying issue, and rather than treating them as a nuisance, I recommend treating them as a learning opportunity to get to the root cause and prevent a more serious issue down the track.

### What's your top tip?

If you have cause to carry out an investigation in your organisation, it's very likely that you will uncover some form of human error. Of the many investigations I have carried out, this has been the case. However, please remember that everyone is fallible and human error is inevitable as we all make mistakes every day! Almost always, these mistakes will be a result of good people simply trying to get the job done, so concentrate your investigative efforts on what in the system, process or organisation set good people up to fail. Remember, it's not who failed but what!



## Cala submits planning application for Aberdeenshire development

Cala Homes (North) has submitted a planning application to Aberdeenshire Council for proposed new homes in the village of Newmachar.

The site on Corseduck Road would comprise 117 properties with 25% of the proposed homes affordable properties in line with planning requirements.

The housebuilder held a community consultation event in November to provide locals with the opportunity to see plans and share feedback.

Blair Maclennan, Land Buyer at Cala Homes (North), said: "We have submitted an application to create a new community in the charming village of Newmachar. The development would offer a fantastic opportunity, particularly for those looking to move to Aberdeenshire from the city.

"Newmachar is a great location for families and benefits from a range of local amenities and facilities, with good connectivity to key commuter routes. This is an exciting project and the first time Cala have looked to develop a site in Newmachar. We look forward to receiving a decision from Aberdeenshire Council in due course.

"The submission quickly follows applications we submitted in December for the fourth phase of our Grandhome development and second and third phases of homes at Conglass, Inverurie. This is all tied to our land strategy for the region, which includes an ongoing search for new land opportunities in 2023 and beyond.

"We are actively looking for land which has the potential for residential development, ideally with 30 units or more. This will allow us to create thriving communities in sustainable growth areas.

"Our focus is on key commutable areas across Aberdeen and Aberdeenshire, including Ellon, Inverurie, Westhill, Banchory and Stonehaven."



# START YOUR DAY INFORMED



Aberdeen &  
Grampian  
Chamber of  
Commerce

**MORNING**  
BULLETIN

## North Sea could be base for pioneering £10bn space solar power project



**Saudi Arabia is reported to be investing in a ground-breaking British plan to beam solar power generated in space to a base in the North Sea, providing a round-the-clock supply of renewable energy.**

Space Solar envisions putting photovoltaic panels into orbit to convert electricity into high-frequency radio waves transmitted to the surface. A kilometres-wide, net-like antennae strung between poles would convert the waves back to electricity.

No site has been chosen for the ground receiver but the area required means the North Sea is being considered for the UK. Proponents say the technology would address the intermittent

**Get the essential  
morning briefing  
straight to your inbox  
at 8.30am every weekday.**

### Featuring:

- Local business news
- National business news
- The latest market and energy price news
- Policy updates from those in the know
- Blogs and opinion
- Plus much more!

Scan the QR code  
below to register





## Trio of new Partner appointments at Mackinnons

Mackinnons Solicitors LLP has appointed three new partners across its property and marine commercial teams.

Angus Easton, who has many years of experience in marine and commercial shipping work advising clients on charter parties, ship sales and purchases, joint ventures and fisheries law, has been promoted to Partner within the Marine Commercial Team.

Gregor Sim, previously a Partner with James & George Collie, has been promoted to Partner from Senior Associate in the firm's property department, specialising in rural, residential and private client work.

Pamela Bursill, who has almost 30 years of experience in residential property work advising clients on Deeside and beyond, joined Mackinnons in 2021 and has now been promoted to Partner in the busy and fast expanding property team.

Pat Gray, one of the firm's senior partners, said: "I am delighted to welcome Angus, Gregor and Pamela as Partners in Mackinnons and congratulate them on their well deserved promotions. The trio of new Partner appointments is further evidence of our investment in first rate legal talent and ability as Mackinnons continue to focus on supporting our clients by delivering premium legal advice, guidance and reassurance.

"The new generation of lawyers coming through the firm is extremely capable, hard working, and most importantly, share the same values as those who have gone before them. We see a positive, strong and successful future ahead and look forward to working with our three new Partners and to taking the firm to even greater places in the years to come."

## Granite Noir returns for 2023

Granite Noir, Aberdeen's crime writing festival, returns this month with a packed programme highlighting Aberdeen's history, atmosphere and a strong sense of place and celebrating the very best crime writing.

With a particular focus on the Gothic this year, Granite Noir welcomes writers including Val McDermid, Charlie Higson, and Louise Welsh, science communicator Kathryn Harkup and KC Wendy Joseph and offers audiences gripping author talks, great music, captivating exhibitions and fascinating workshops.

The award-winning festival, now in its seventh year, darkens the doors of venues across the city including Aberdeen Arts Centre, St Nicholas Kirk, the Music Hall and Lemon Tree over four days from February 23-26.



Nathan Morgan

## Kellas Midstream appoints new CEO

Kellas Midstream, the Aberdeen-headquartered independent energy infrastructure company, has appointed Nathan Morgan as its CEO starting in February 2023.

Nathan brings more than 20 years of energy industry experience and in-depth knowledge applicable to the UK North Sea.

He will take over from Managing Director, Andy Hessell, who will retire at the end of January 2023 after 35 years in the energy industry and eight years with Kellas.

Andy said: "I am incredibly proud of my time at Kellas and believe we have set the standard for how to successfully own, operate, and grow an independent energy infrastructure business. I am leaving Kellas in a strong position with three gas infrastructure assets of national significance, and a tremendous platform for future growth both in its core gas transportation and processing business, as well as in new energies such as hydrogen production that will play a vital role in achieving net zero. I look forward to seeing Kellas continue to thrive and wish everyone within the business all the very best for the future."

Nathan is joining from Total Energies where he has spent the last 17 years in a range of roles, most recently Head of E&P Gas and LNG Marketing and Business Support with responsibility for a multi-country team. He also headed up business development for Uganda, leading commercial, planning, government relations, corporate communications, and asset management activities.

Nathan said: "Kellas has been critical to the development of the UK North Sea and is positioned to play an equally significant role in its future. Building on the solid foundation established by Andy and the rest of the team, I look forward to working closely with my new colleagues, our customers, operating partners, and shareholders to deliver innovative and sustainable energy infrastructure solutions across the existing business and new energies."





## Prestigious £1.7million fellowship for clinical trials scientist

A senior Scientist with the University of Aberdeen has been awarded a significant fellowship from the Medical Research Council (MRC) to explore how to maximise the potential for behavioural science to improve how clinical trials are run.

Dr Katie Gillies, Director of the Health Care Assessment Programme, at the University's Health Services Research Unit (HSRU), has been awarded a £1.7million Senior Non-Clinical Fellowship (SNCF) which will support three researchers and a PhD student over a period of five years.

Dr Gillies explains: "Trials are expensive. The UK spent almost £100million on trials during 2019-2020 just through the National Institute for Health Research Health Technology Assessment programme.

"This proposed programme of research aims to develop methods to improve the conduct of clinical trials and will specifically look at how people's behaviours, including what they do and how, affects their success.

"The research has the potential to generate a step-change in the way trial teams deliver clinical trials by addressing who needs to do what differently to whom, when and how. The promise of this research is the major improvements to trials from using better methods to design and conduct better trials for the millions of patients who participate every year.

"The receipt of this fellowship is significant because it provides resource to allow me and my team to focus on researching whether and how behavioural science can be used to maximise the delivery of clinical trials to enhance patient benefit. I am delighted to receive this fellowship and hope that it highlights the importance of trials methods research as a priority for future funding."

## Aberdeen offers 'unrivalled' opportunity to be at the forefront of net zero

Businesses now have an "unrivalled" opportunity in Aberdeen to be at the forefront of net zero.

The company tasked with accelerating the energy transition across the North-east, ETZ Ltd, has unveiled plans for several campuses in the city's Energy Transition Zone (ETZ).

ETZ Ltd said a comprehensive investment programme is underway to deliver market-ready properties and development sites for high-value manufacturing and the wider energy-transition supply chain.

Campuses will be created for marine development, offshore wind, hydrogen, innovation, and skills to position the region as a global leader in energy transition.

ETZ Ltd will support delivery of new and refurbished commercial property to the net zero exemplar standard.

It said that businesses within the zone will benefit from reduced running costs, long-term sustainability and a competitive advantage - helping them to win future contracts in the energy sector.

ETZ Ltd Chief Executive Maggie McGinlay said: "The North-east of Scotland, its business community and its people has a proven track record of displaying resilience in the face of ever-changing economic demands.

"We have adapted before and, through a pioneering entrepreneurial spirit, we are in the process of adapting again to place ourselves firmly at the forefront of energy transition and the race to net zero.

"Through the specialist campus model, ETZ Ltd is building an innovative ecosystem, unrivalled anywhere in the UK, that will facilitate collaboration, company growth and export opportunities.

"By investing in the zone, businesses will benefit from being part of a dedicated net-zero cluster with access to market-leading test and demonstration space, an advanced manufacturing skills hub, an energy incubator and scale-up hub, and cutting-edge R&D facilities.

"This region is, without doubt, one of the most attractive locations in the world for investment in low-carbon technologies and we encourage businesses to explore the wide range of opportunities that exist to thrive within the Energy Transition Zone."

The venture says that, by 2030, it will have designed and completed the phased development of the zone, creating 2,500 direct jobs and a further 10,000 in energy transition related jobs across the region.

# How the Chamber network can help you go global

**Anne-Marie Martin,**  
*Director of Membership UK & International,*  
British Chambers of Commerce

**The British Chambers of Commerce (BCC) believes that international trade can make every business a better one.**

Our research tells us that firms which export are more innovative, likely to seek growth opportunities and are more resilient during times of crisis.

We also know the UK is bursting with amazing businesses offering goods and services that are high quality, sustainable and well designed.

But trading overseas can seem like a huge leap. Deciding which market to access, finding the right contacts, and navigating the red tape and endless reams of paperwork can put many businesses off before they start.

But luckily the BCC has a not-so-secret weapon; a network of affiliated Chamber members in more than 75 countries around the world.

As a member of your Chamber, you have exclusive access to this unique international club.

Companies tell us that the greatest incentive to trade overseas is being able to easily find trusted partners and connections, which let them get a better understanding of market opportunities.

The BCC's global network is an agile and reliable ecosystem for businesses wishing to widen their international horizons.

Each Chamber has a diverse membership of both services and goods companies and access to many more in their local economies, that are willing to share advice and provide trusted connections.

They are there to provide much needed expert information and to support any inward enquiries and visits from the UK. They work closely with partners, including their local British Embassy team, and have access to all the business networks in their country.

As a member of your Chamber, you can benefit from those international B2B connections, the support services they provide.

This includes practical advice about the local business environment and a better understanding of the market opportunities to help you grasp opportunities for your products and services.

To connect, speak to your Chamber contact or the Chamber's international trade team who will help you to plan, and introduce you directly to the international British Chambers you want to speak to. It really is that simple.

So why not make your New Year's resolution to leverage this invaluable membership benefit and experience the power of this unique Global Network?







**Jack Avery**

ZLX Business Solutions has strengthened its team with a key appointment to help drive growth in the North-east. Jack Avery has been promoted to Partnership Sales Manager and will have responsibility for cultivating new and existing client relationships whilst further developing the firm's network of trusted partners.



**Murray Burnett**

Murray Burnett, Managing Director of Munro's Travel in Aberdeen, has been appointed to the Executive Board of the Business Travel Association. It is the representative association for the business travel community and travel management companies in the UK.



**Andrew Ghani**

Imrandd has announced Andrew Ghani is taking over as Team Lead on its contract with Dana Petroleum's UK division. He has been involved in the delivery of the Dana contract for three years as Senior Inspection Engineer.



**Ruth Thomas**

Well-Safe Solutions has appointed Ruth Thomas as Subsurface Team Lead. Ruth has over two decades of experience in providing subsurface support to assets in the UK sector of the North Sea for energy majors including Repsol Sinopec Resources UK, Apache Corporation and CNR International.



**Steve Fernie**

Global Underwater Hub (GUH) has appointed Steve Fernie, who takes on the new role of Strategic Programme Manager. Prior to this, he spent eight years managing business intelligence, market analysis, forecasting and strategy for a variety of global business units within Subsea 7.



**Alan Shanks**

International law firm Addleshaw Goddard has announced Partner Alan Shanks as its new Head of Scotland. Mr Shanks, who previously led the firm's finance and projects team north of the border with a focus on the transactions in the energy sector, took over leadership of the Scottish operations from fellow Partner David Kirchin.



**Aileen Scott**

Independent business advisory and accountancy firm Johnston Carmichael has appointed a new Corporate Tax Partner as part of its growth plans. The business has welcomed Aileen Scott. Aileen, formerly Head of Tax for Scotland at Azets, is Chartered Institute of Taxation-qualified - the highest level of tax qualification in the UK.



**Tom La Dell**

AAB Wealth is expanding its operations in the North of England with the appointment of a Chartered Financial Planner based in Leeds. Tom La Dell has more than 16 years' experience in financial planning and has previously held positions at BHP and Hentons.



**Roy Buchan and Sian Lloyd Rees**

Port of Aberdeen has announced the appointment of Roy Buchan as Chair and Sian Lloyd Rees as a Non-Executive Member to its board. Mr Buchan succeeds Alistair Mackenzie who stepped down having served a full term of eight years as Chair and 13 years as a board member. In a career spanning over 25 years, Ms Rees has extensive business experience as a senior leader in both energy and IT industries, having held several leadership roles in both blue chip and start-up companies. She is currently UK Managing Director for Mainstream Renewable Power and sits on the boards of Offshore Energies UK as co-chair, ETZ Ltd and the Net Zero Technology Centre.



**Derek Mitchell and Steven Fraser**

AAB has announced the appointment of Derek Mitchell as Chief Operating Officer and Steven Fraser as Managing Partner. Derek has been part of the AAB team for over 16 years and has seen the business grow from 80 staff in Aberdeen to more than 700 people across 10 locations in the UK and island of Ireland. In the new role, Derek will focus on improving cross-departmental processes as well as developing new working practices and methodologies to support the global operations of AAB. Derek was previously the groups managing partner in Aberdeen. Steven Fraser has now been appointed to the role, having led the payroll and employment taxes team at AAB for more than five years.



**Martin Dunn and Alan Smith**

Aberdeen-headquartered problem-solving company STC INSISO has announced changes to its executive leadership team as it prepares for further business growth. Martin Dunn has moved from his existing role as COMET Delivery Manager to become Head of Operations, while Alan Smith has switched from Chief Operating Officer into a new role as Head of Investigations. Prior to joining the firm both Alan and Martin served in the police for 30 years having followed similar career paths with senior investigation roles.



**Liz Ditchburn**

Aberdeen's Net Zero Technology Centre (NZTC) has announced that former Scottish Government director-general for economy Liz Ditchburn has joined its board as a non-executive director. She most recently led on all aspects of the economy and the drive towards net-zero in Scotland.



**Laura Cameron**

Pinsent Masons has announced that Scottish litigator Laura Cameron will succeed John Cleland as Managing Partner from May 1. During her 28 years at the firm, Laura has had significant influence in shaping the business through leadership roles on the firm's global board and as Pinsent Masons' first female board member.







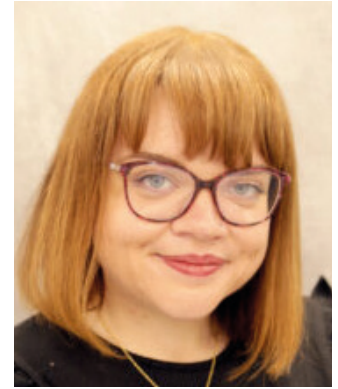
### Emma Watt and Catherine Ramsay

Aberdeenshire-based PR and marketing consultancy Bold St Media has made two new appointments following continued business growth. Emma Watt and Catherine Ramsay both join as Account Executives. Emma brings communications experience from a broad range of sectors, while Catherine joins the team straight from Robert Gordon University where she studied fashion management.



### David Crawford

Deeside Timberframe has appointed David Crawford as its new Managing Director following John Wright's decision to step back after 40 years with the Stonehaven headquartered business. Mr Crawford will officially take up the reins at the timberframe manufacturer on April 1, 2023, when Mr Wright will move into an advisory role.



### Lauren MacAskill

Lauren MacAskill has been promoted to the new role of schools-college Partnership Manager at North East Scotland College. She has moved from her previous role within the marketing and communications team at the college, which included extensive schools liaison and activity.



### Gareth Cordiner and Douglas Smith

Hardies Property & Construction Consultants has appointed Gareth Cordiner as its new north division Managing Partner and Douglas Smith as new Dundee Partner. Promoted to Partner three years ago having joined Hardies as an Associate at its Aberdeen office, Mr Cordiner is a chartered building surveyor specialising in dilapidations, expert witness reports, and project management with over 20 years' experience within the commercial, industrial and office sectors. Mr Smith joins Hardies as Dundee Partner and joint Head of Quantity Surveying with over 30 years' experience in the construction and property sectors.



### David Whitehouse

The new Chief Executive of Trade Association Offshore Energies UK is David Whitehouse. He succeeded Deirdre Michie, who has stepped down after almost eight years in the role. Mr Whitehouse previously led operator CNR International, where he spent two decades as Managing Director and Vice President of Development Operations.



### David Frenz

David Frenz, Operations Director at Stagecoach East Scotland, has become Interim Managing Director for Stagecoach Bluebird. He joined Stagecoach as a graduate management trainee in 2007 and held a wide range of operations management roles in southern England and Manchester.



## ON THE MOVE

### Have you changed role recently?

Send your good news to [bulletin@agcc.co.uk](mailto:bulletin@agcc.co.uk) to feature in our new weekly mailer.

# Lay the foundations for your financial future.

Take advantage of your available tax reliefs and allowances **before 5 April**.

The levels and bases of taxation, and reliefs from taxation, can change at any time and are dependent on individual circumstances.

**Get in touch today.**



**Mark McCue** MA (Hons)  
Chartered FCSI  
**Director**

**McCue Wealth Management Ltd**

01224 745200 | 07596 196084  
mark.mccue@sjpp.co.uk  
www.mccuewealthmanagement.co.uk



Partner Practice

**St  
James's  
Place**

The Partner Practice is an Appointed Representative of and represents only St. James's Place Wealth Management plc (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the group's wealth management products and services, more details of which are set out on the group's website [www.sjp.co.uk/](http://www.sjp.co.uk/) products. The 'St. James's Place Partnership' and the titles 'Partner' and 'Partner Practice' are marketing terms used to describe St. James's Place representatives. Michael Edwards is a trading name of Michael Edwards Wealth Management LLP.





ROLEX CROWN EMBLEM



PRESIDENT BRACELET



3255 MOVEMENT



FULL DAY DISPLAY

## PRESTIGE AND EXCELLENCE

Chosen by presidents, world leaders and visionaries. Launched in 1956, it was the first watch to display the date and day in full. Available exclusively in 18 ct gold or platinum, and in 26 different languages, it continues its legacy as an icon of achievement. **The Day-Date.**

*#Perpetual*



OYSTER PERPETUAL DAY-DATE 40  
IN 18 CT WHITE GOLD

OFFICIAL ROLEX RETAILER

*Jamieson & Carry*

142 UNION STREET, ABERDEEN AB10 1GF

WATCH FEATURED SUBJECT TO STOCK AVAILABILITY

