

MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION

## IN FOCUS WITH - BRIGHT EDGE NETWORKS

**DIRECTORY** - FIND, CONNECT  
WITH OTHER BUSINESSES

**SUCCESSFUL FAILURES**  
DOES SUCH A THING EXIST?

**LORD MAYOR'S CHARITY  
APPEAL FUND**  
ONE PUNCH HULL AND EAST  
YORKSHIRE

**PLANTING THE SEEDS OF  
ENTERPRISE:**  
A FRESH SPACE FOR LOCAL  
INNOVATORS





## INSIDE THE HUB

### EDITORIAL

Allan Rookyard  
Managed Workspace Centres Manager

### DESIGN

Mike Young  
Business Development Officer

### CONTRIBUTORS

#### THIS ISSUE

Bright Edge Networks



One Punch Hull & East Yorkshire



Nigel London

### Socials

f @hccmwc  
X @hccmwc  
@managedworkspace  
in hccmwc

### Centres

#### Louis Pearlman Centre

Goulton Street, Hull ☎ 01482 612 478

#### Bespoke Centre

Zeals Garth, Hull ☎ 01482 692 494

#### Craven Park Centre

Poorhouse Lane, Hull ☎ 01482 379 514

@ managedworkspace@hullcc.gov.uk

www.hull.gov.uk/CommercialProperty/  
managed-workspace-centres

### PAST ISSUES



ISSUE 13

In Focus with Mizna Coates -  
Coates Cover

What is a Managed Workspace  
Centre - and how they can  
accelerate your business

Health Body, Healthy Mind with  
Dan Pearce



ISSUE 12

In Focus with Neil Shearsmith &  
Steve Oxley - Solarfrost Window  
Films

Understanding business roadmaps  
VS Business Blueprints

Promotional video in partnership  
with OAT Productions



ISSUE 11

In Focus with Louise Brewer - Foot  
Health Practitioner

Scaling smart: Strategies for  
sustainable SME growth

Cyber security - Should I take it  
seriously

You can read back issues by  
visiting the website



# LETTER FROM THE MANAGER



Dear Valued Members,

Welcome to Issue 14 of the Managed Workspace Centres magazine!

As another exciting quarter unfolds, we're delighted to present a brand-new issue - packed with inspirational stories, practical insights, and a celebration of the incredible community at the heart of our Managed Workspace Centres.

In this issue, we're thrilled to shine the spotlight on Bright Edge Networks, a dynamic telecoms and energy business based at the Louis Pearlman Centre. Their innovative approach to supporting local enterprises coupled with their impressive growth story is truly inspiring.

Inside, you'll also find thought-provoking features exploring the power of collaboration and creativity within our vibrant hubs, highlighting why our workspaces are more than just office spaces — they're thriving communities that drive business success.

Our special feature, "Successful Failures: Does Such a Thing Exist?", dives deep into the often-overlooked stories of renowned businesses and leaders who turned setbacks into powerful comebacks. These stories remind us all that resilience and adaptability are key ingredients in the journey towards lasting success.

We're also proud to showcase the vital work being done by One Punch Hull and East Yorkshire, which is this year's Lord Mayor's Charity Appeal Fund recipient. Their dedication to raising awareness about the devastating impact of one-punch violence is both moving and impactful.

Also, don't miss the latest updates from the Louis Pearlman Centre, where exciting new additions such as a pool table and beautifully revamped outdoor garden space are already building greater community spirit among our residents and where you'll often find a staff member or two!

As always, our magazine remains dedicated to you — our MWC business community. It's a celebration of your achievements, an encouragement in your pursuits, and a platform to connect and collaborate. Together, let's continue to build on our shared successes and embrace the opportunities ahead with renewed energy and enthusiasm.

Wishing you an inspiring and productive quarter ahead.

Enjoy the read!

Best regards

*Allan Rookyard*

Allan Rookyard  
Managed Workspace Centre Manager

# MEET THE TEAM



**ALLAN ROOKYARD**

MANAGED WORKSPACE  
CENTRE MANAGER



01482 613 594



allan.rookyard@hullcc.gov.uk



**HAYLEY DRUST**

TEAM LEADER



01482 616 256



hayley.drust@hullcc.gov.uk



**MIKE YOUNG**

BUSINESS DEVELOPMENT OFFICER



01482 613 624



mike.young@hullcc.gov.uk



**MATT NIBLETT**

BUSINESS DEVELOPMENT OFFICER



01482 613 614



matthew.niblett@hullcc.gov.uk



**NIGEL LENDON**

BUSINESS DEVELOPMENT OFFICER



01482 612 334



nigel.lendon@hullcc.gov.uk



**JACOB MCLEAN**

BUSINESS DEVELOPMENT OFFICER



01482 613 704



jacob.mclean@hullcc.gov.uk



**LOTTIE RYMER**

BUSINESS DEVELOPMENT OFFICER



01482 616 982



lottie.rymer@hullcc.gov.uk



**BRANDON WILLBY**

BUSINESS DEVELOPMENT OFFICER



01482 614 811



brandon.willby@hullcc.gov.uk



**CARL COOK**

CARETAKER



**TONY HATTON**

FACILITIES ASSISTANT

# LOUIS PEARLMAN CENTRE

## LICENSEE DIRECTORY



- |   |   |   |
|---|---|---|
| 1 <b>Supply Haus</b><br><a href="http://www.supplyhaus.co.uk">www.supplyhaus.co.uk</a>  | 30 <b>Perfect Serve Drink Dispense Services</b>   | 114 <b>East Yorkshire Security</b><br><a href="http://www.eastyorkshiresecurity.co.uk">www.eastyorkshiresecurity.co.uk</a>                |
| 2 <b>Hilite Highways Control Specialist Ltd</b>   | 31 <b>Kesslemann Heating Ltd</b><br><a href="http://www.kesslemann.co.uk">www.kesslemann.co.uk</a>                              | 115 <b>Fortis Therapy and Training</b><br><a href="http://www.fortistherapy.co.uk">www.fortistherapy.co.uk</a>                            |
| 3 <b>Bielbys</b><br><a href="http://www.bielbys.com">www.bielbys.com</a>  | 32 <b>East Yorkshire Security</b><br><a href="http://www.eastyorkshiresecurity.co.uk">www.eastyorkshiresecurity.co.uk</a>       | 116 <b>The Rybec Group Limited</b><br><a href="http://www.rybec.co.uk">www.rybec.co.uk</a>  |
| 5 <b>G&amp;C Furniture Repairs</b><br><a href="http://www.gc-furniture-repairs.co.uk">www.gc-furniture-repairs.co.uk</a>                    | 33 <b>Holderness Technical Services</b>   | 117   |
| 6 <b>Trident Plumbing and Heating</b><br><a href="http://www.tridentplumbingandheatingltd.co.uk">www.tridentplumbingandheatingltd.co.uk</a> | 34 <b>Fusion Advanced Training</b><br><a href="http://www.fusionadvancedtraining.com">www.fusionadvancedtraining.com</a>        | 118 <b>MK Accounting</b>  |
| 7 <b>JH Trading Ltd</b><br><a href="http://www.jhtoutlet.co.uk">www.jhtoutlet.co.uk</a>   | 35 <b>Solarfrost Ltd</b><br><a href="http://www.solarfrost.co.uk">www.solarfrost.co.uk</a>                                      | 119 <b>Pick and Mix Bricks</b><br><a href="http://www.pickandmixbricks.brickowl.com">www.pickandmixbricks.brickowl.com</a>                |
| 8 <b>HESH Computer Services Ltd</b><br><a href="http://www.hesh.co.uk">www.hesh.co.uk</a>   | 36 <b>Compassa</b><br><a href="http://www.compassa.co.uk">www.compassa.co.uk</a>  | 120 <b>Eazy Rooms Ltd</b><br><a href="http://www.eazy-group.co.uk">www.eazy-group.co.uk</a>   |
| 9 <b>Sam Harrison Trading Ltd</b>   | 37 <b>East Coats Painting &amp; Decorating Ltd</b><br><a href="http://www.eastcoats.co.uk">www.eastcoats.co.uk</a>              | 121 <b>Skin and Laser Treatments</b>  |
| 10 <b>Bispol Candles LTD</b><br><a href="http://www.bispolcandles.co.uk">www.bispolcandles.co.uk</a>  | 38 <b>Techade LTD</b>   | 122 <b>EMBE Acupuncture &amp; Complementary Health Clinic</b><br><a href="http://www.embeacupuncture.co.uk">www.embeacupuncture.co.uk</a> |
| 11 <b>Rick Byrne Carpentry and Joinery</b>  | 39 <b>Image 2000 Systems</b><br><a href="http://www.image2000systems.co.uk">www.image2000systems.co.uk</a>                      | 123 <b>Prestige Site Services</b>   |
| 12 <b>Humber Electrical Training</b><br><a href="http://www.humberelectricaltraining.co.uk">www.humberelectricaltraining.co.uk</a>          | 40 <b>Fosse Services Limited</b>  | 124 <b>Humberside Fish Producers Organisation Limited</b>   |
| 13 <b>Beyond The Ink</b><br><a href="http://www.beyondtheink.co.uk">www.beyondtheink.co.uk</a>  | 41 <b>Carbide Tooling Group</b><br><a href="http://www.carbidetoolinggroup.co.uk">www.carbidetoolinggroup.co.uk</a>             | 125 <b>Abbotrack Security</b><br><a href="http://www.abbotrack.com">www.abbotrack.com</a>   |
| 14 <b>Bralux</b><br><a href="http://www.bralux.co.uk">www.bralux.co.uk</a>  | 42 <b>Complete Property Revival</b><br><a href="http://www.completepropertyrevival.co.uk">www.completepropertyrevival.co.uk</a> | 126 <b>Peter Toth</b>   |
| 15 <b>Totsi Ltd</b><br><a href="http://www.totsi.co.uk">www.totsi.co.uk</a>   | 43 <b>Markham Wallis Limited</b>  | 128 <b>Forward Motor Finance Limited</b><br><a href="http://www.forwardmotorfinance.co.uk">www.forwardmotorfinance.co.uk</a>              |
| 16 <b>Pro Builder 4 U</b>   | 45 <b>Vintage-Casual</b><br><a href="http://www.ebay.co.uk/str/vintagecasual">www.ebay.co.uk/str/vintagecasual</a>              | 129 <b>Sterling Group (Yorkshire) Limited</b><br><a href="http://www.sterlinggroup.uk">www.sterlinggroup.uk</a>                           |
| 17 <b>BoozeDrop</b><br><a href="http://www.boozedrop.uk">www.boozedrop.uk</a>   | 46 <b>L N Electrical</b><br><a href="http://www.l-nelectrical.co.uk">www.l-nelectrical.co.uk</a>                                | 130 <b>Platinum Utility Management Ltd</b>  |
| 18 <b>Up-light</b><br><a href="http://www.up-light.co.uk">www.up-light.co.uk</a>  | 48 <b>LX Repairs</b><br><a href="http://www.facebook.com/LXRepairs">www.facebook.com/LXRepairs</a>                              | 131 <b>The Rose Quartz Photography</b><br><a href="http://www.therosequartzphotography.com">www.therosequartzphotography.com</a>          |
| 19 <b>Adiya Graham Design</b>   | 50 <b>Redfez Limited</b><br><a href="http://www.redfez.co.uk">www.redfez.co.uk</a>  | 132 <b>VIP Creative</b><br><a href="http://www.vipcreative.co.uk">www.vipcreative.co.uk</a>   |
| 20 <b>OAT Productions</b><br><a href="http://www.oatproductions.co.uk">www.oatproductions.co.uk</a>   | 100 <b>Enablement Group Limited</b><br><a href="http://www.enablementgroup.co.uk">www.enablementgroup.co.uk</a>                 | 133 <b>Sam Harrison Trading Ltd</b>   |
| 21 <b>Image Solutions Ltd</b>   | 101 <b>Bright Edge Networks</b><br><a href="http://www.brightedgenetworks.com">www.brightedgenetworks.com</a>                   |   |
| 22  | 102 <b>FPS Tech Limited</b><br><a href="http://www.fpstech.co.uk">www.fpstech.co.uk</a>   |   |
| 23 <b>Humber Computers / Game Depot Ltd</b><br><a href="http://www.facebook.com/gamedepotuk">www.facebook.com/gamedepotuk</a>               | 103 <b>Sparta Testing Services Ltd</b><br><a href="http://www.spartatesting.co.uk">www.spartatesting.co.uk</a>                  |   |
| 24 <b>Mokko</b>   | 104 <b>Bolder Group LTD</b><br><a href="http://www.boldervisual.co.uk">www.boldervisual.co.uk</a>                               |   |
| 25 <b>Kain Marshall</b>   | 105   |   |
| 26 <b>Mercury ITS Ltd</b>   | 108 <b>Grounds and Gardens</b>  |   |
| 27 <b>Meridian Training Academy</b>   | 109 <b>East Riding Finance Ltd</b><br><a href="http://www.eastridingfinance.com">www.eastridingfinance.com</a>                  |   |
| 28 <b>Fourleaf IP Ltd</b>   | 110 <b>YMSH</b><br><a href="http://www.ymsh.co.uk">www.ymsh.co.uk</a>   |   |
| 29 <b>East Riding Electronics</b><br><a href="http://www.eastridingelectronics.co.uk">www.eastridingelectronics.co.uk</a>                   | 113   |   |



## LICENSEE DIRECTORY



- |  |  |   |  |
|--|--|---|--|
| 1 Reception  | 8  | 21 Moduflow Plumbing and Heating<br><a href="https://www.facebook.com/profile.php?id=100050961084013">https://www.facebook.com/profile.php?id=100050961084013</a> | 34 Arrow Driving Academy<br><a href="http://www.arrowdrivingacademy.co.uk">www.arrowdrivingacademy.co.uk</a> |
| 2 UPVC Logistics Limited<br><a href="http://www.upvclogistics.co.uk">www.upvclogistics.co.uk</a> | 9 Dan Pearce Fitness Ltd<br>Instagram @TRAINEDBYDP   | 22 Therapy Services UK<br><a href="http://www.therapyservicesuk.org.uk">www.therapyservicesuk.org.uk</a>  | 35 Coates Cover<br><a href="http://www.coatescover.co.uk">www.coatescover.co.uk</a>                          |
| 3 Hull Kingston Rovers<br><a href="http://www.hullkr.co.uk">www.hullkr.co.uk</a>                 | 10 Royal Mencap Society<br><a href="http://www.mencap.org.uk">www.mencap.org.uk</a>  | 23 Therapy Services UK<br><a href="http://www.therapyservicesuk.org.uk">www.therapyservicesuk.org.uk</a>  | 36   |
| 4 Hull Training<br><a href="http://www.hcctraining.ac.uk">www.hcctraining.ac.uk</a>              | 11 Total Training & Development<br><a href="http://www.ttd-education.org">www.ttd-education.org</a>                              | 24/25 By Design Holidays  | 37 Nexa Law  |
| 5 Hull Training<br><a href="http://www.hcctraining.ac.uk">www.hcctraining.ac.uk</a>              | 12 Preston Furniture Solutions Ltd<br><a href="http://www.prestonfurnitureolutions.co.uk">www.prestonfurnitureolutions.co.uk</a> | 26 McKinney Haarcourt<br><a href="http://www.mckinneyhaarcourt.com">www.mckinneyhaarcourt.com</a>   | 38 Bee Fire Protection LTD<br><a href="http://www.bee-firepro.co.uk">www.bee-firepro.co.uk</a>               |
| 6 Hawker Construction<br><a href="http://www.hawkerltd.co.uk">www.hawkerltd.co.uk</a>            | 13 Prestige Floorcoverings UK  | 27 121 Digital Marketing<br><a href="http://www.121digitalmarketing.co.uk">www.121digitalmarketing.co.uk</a>  | 39 Airmed Psychology Limited<br><a href="http://www.airmedpsychology.co.uk">www.airmedpsychology.co.uk</a>   |
|  | 14 MS Electrical Solutions<br><a href="http://www.ms-electrical.net">www.ms-electrical.net</a>                                   | 28 Northern Air Conditioning  | 40 Racing Advertising Limited<br><a href="http://www.racingads.co.uk">www.racingads.co.uk</a>                |
|  | 15   | 29 Levente Rog  | 41 Yorkshire Control and Power Ltd   |
|  | 16 Just Gilbey IT Solutions LTD<br><a href="http://www.justgilbey.co.uk">www.justgilbey.co.uk</a>                                | 30 Fountain of Hope Care & Support  | 42 Haydn George Construction LTD<br><a href="http://www.haydngeorge.co.uk">www.haydngeorge.co.uk</a>         |
|  | 17 One Punch Hull & East Yorkshire<br><a href="http://www.onepunchhull.com">www.onepunchhull.com</a>                             | 31 Dent and Cook<br><a href="http://www.dentandcook.co.uk">www.dentandcook.co.uk</a>  |  |
|  | 18 Cleansure Ltd<br><a href="http://www.cleansurecleaning.com">www.cleansurecleaning.com</a>                                     | 33 Door Repair & Service Yorkshire<br><a href="http://www.doorrepairandservice.co.uk">www.doorrepairandservice.co.uk</a>  |  |
|  | 19 SJS Flooring<br><a href="http://www.sjsflooring.co.uk">www.sjsflooring.co.uk</a>  |   |  |
|  | 20   |   |  |

## LICENSEE DIRECTORY



- |   |   |  |
|---|---|--|
| 1 Rhapsody Activities   | 9 Louise Brewer Foot Health Practitioner<br><a href="https://www.facebook.com/louise.brewer.foothealthpractitionerpathp0354">www.facebook.com/louise.brewer.foothealthpractitionerpathp0354</a> | 17 RD - Physio - Hull<br><a href="http://www.rd-physio-hull.co.uk">www.rd-physio-hull.co.uk</a>                          |
| 2 Rhapsody Activities   | 10  | 18 Verrdi Transport Support Services<br><a href="http://www.verrdi.co.uk">www.verrdi.co.uk</a>                           |
| 3 Foxglove Supported Living<br><a href="http://www.foxglovecare.co.uk">www.foxglovecare.co.uk</a>                     | 12 Alex Carling Training & Therapeutic Services<br><a href="http://www.counsellinginhull.co.uk">www.counsellinginhull.co.uk</a>   | 19 Suzannah Hypnotherapy Solutions<br><a href="http://www.shs-hypnotherapy.co.uk">www.shs-hypnotherapy.co.uk</a>         |
| 5 Kingswood Nutrition<br><a href="http://www.kingswoodnutrition.co.uk">www.kingswoodnutrition.co.uk</a>               | 13 Sunshine Technology<br><a href="http://www.sunshinetechnology.co.uk">www.sunshinetechnology.co.uk</a>  | 20   |
| 6 La Lumiere Photography<br><a href="http://www.la-lumiere.co.uk">www.la-lumiere.co.uk</a>                            | 14 Doreen's Hull<br><a href="http://www.doreenshull.godaddysites.com">www.doreenshull.godaddysites.com</a>  | 21 Brightstart Day Nurseries<br><a href="http://www.brightstartdaynurseries.co.uk">www.brightstartdaynurseries.co.uk</a> |
| 7 Reliance Community Care Ltd<br><a href="http://www.reliancecommunitycare.co.uk">www.reliancecommunitycare.co.uk</a> | 15  | 22 Brightstart Day Nurseries<br><a href="http://www.brightstartdaynurseries.co.uk">www.brightstartdaynurseries.co.uk</a> |
| 8 Reliance Community Care Ltd<br><a href="http://www.reliancecommunitycare.co.uk">www.reliancecommunitycare.co.uk</a> | 16 Foxglove Supported Living<br><a href="http://www.foxglovecare.co.uk">www.foxglovecare.co.uk</a>  |  |

# ADAM KELLY

## BRIGHT EDGE NETWORKS

### Bright Edge Networks: Powering Local Business with Smart Connectivity and Cost-Cutting Utilities

Based in the Louis Pearlman Centre, Bright Edge is a fast-growing telecoms and energy company built on one mission: to make business infrastructure simpler, smarter, and more cost-effective for local enterprises.

Founded by a team with decades of experience in telecoms and utilities, Bright Edge delivers a unique one-stop-shop for business essentials, including ultrafast broadband, VoIP phone systems, leased lines, card payment systems and fully managed energy packages. Their bundled approach helps SMEs cut costs, reduce admin, and focus on what matters most: growth.

“We started Bright Edge because we saw too many businesses juggling multiple suppliers, overpaying for basic services, and struggling with poor support,” explains co-founder Adam Kelly.

“We wanted to change that by offering joined-up solutions with one point of contact, better pricing, and a local team that truly cares.”

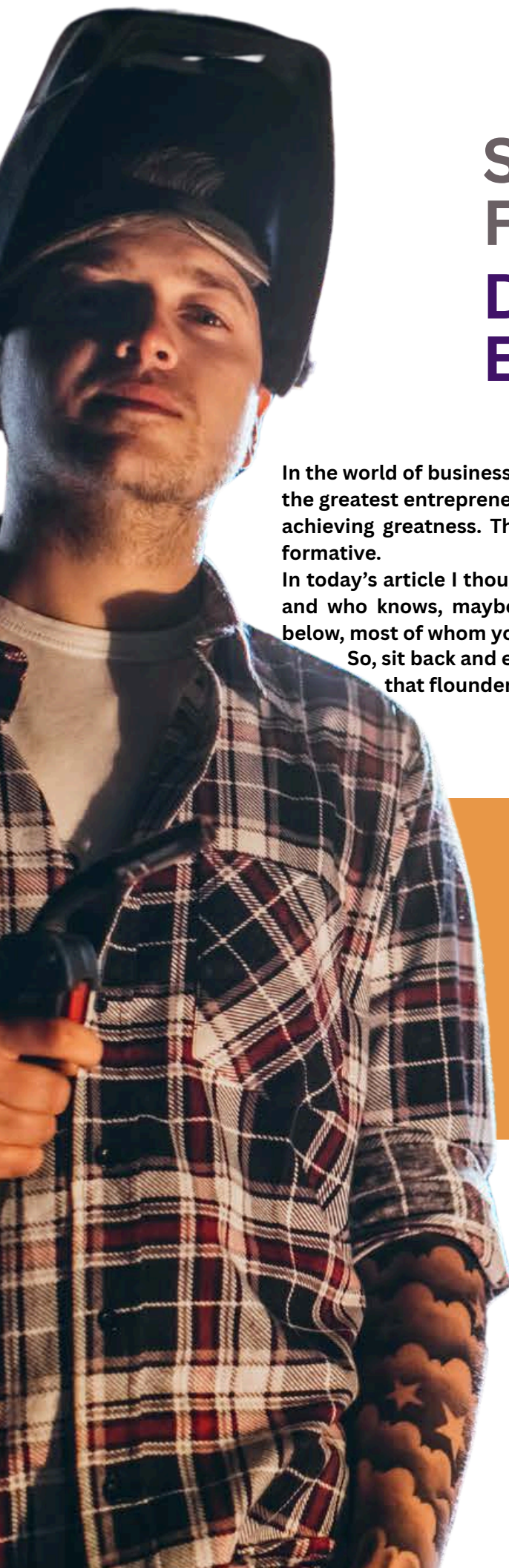
The Louis Pearlman Centre has been instrumental in their early success. With flexible workspace, on-site support, and a collaborative community, Bright Edge has been able to scale quickly while staying grounded in the city they’re proud to serve.

As part of their commitment to Hull’s business community, Bright Edge offers free energy bill reviews for all local SMEs, helping them lock in better rates at no cost. It’s just one example of their ethos in action: simplifying the complex and delivering genuine value.

Looking ahead, the team plans to expand regionally while remaining deeply rooted in Hull’s thriving business ecosystem. “This city gave us our start,” explains co-founder, Sam Hales. “And we’re passionate about helping others scale their ventures too, with the right tech, the right partners, and the right support.”



Visit [www.brightedenetworks.com](http://www.brightedenetworks.com) or pop into the Louis Pearlman Centre to say hello.



# SUCCESSFUL FAILURES

## DOES SUCH A THING EXIST?

In the world of business, failure is often the grim spectre lurking behind successes. Yet some of the greatest entrepreneurs and businesses face setbacks, some of those profound, ever before achieving greatness. Their journeys echo resonates a shared lesson: failure isn't fatal – it's formative.

In today's article I thought I would write something new, something different from the norm – and who knows, maybe one day we'll be in a room talking about the entrepreneurs listed below, most of whom you can find on the League Leaders website ([www.leadersleague.com](http://www.leadersleague.com)).

So, sit back and enjoy the deep dive into stories of renowned individuals and companies that floundered, but then pivoted with courage and resilience.

### Lou Gerstner – Rescuing IBM from near ruin

In April 1993, IBM was a floundering legacy – bloated bureaucracy, staggering losses, outdated strategy. It wasn't technology that held them back; it was the culture. The company had lost its edge, habitats, and purpose under entrenched leadership.

Bringing in outsider Lou Gerstner was unconventional. He immediately halted a vision-centric overhaul, focused on swift execution, and wielded painful restructuring. IBM shed over 100,000 staff, rebooted its strategy around enterprise services, and exited a failing PC market. By 2002, market cap soared from 29 bn to 168 bn. Gerstner's message was simple and decisive. Facing failure meant embracing discomfort! His decisive leadership reshaped IBM's DNA and renewed its relevance.

### Alan Mulally – Steering Ford through financial tempest

In 2006, Ford was teetering on the void, haemorrhaging money, and shunned by investors. Enter Alan Mulally, former Boeing engineer, whose appointment marked neither bailout nor pleasantries – rather it promised bold, honest change.

Mulally mortgaged all of Ford's assets to secure 23.6 bn, enough runway to rebuild without government rescue – unlike its Detroit peers. He championed unity through weekly "Business Plan Review" meetings, refocused the brand, and sold legacy divisions like Jaguar and Volvo. When the financial crisis struck, Ford's fortress held. Sales and market share rebounded spectacularly. His mantra: transparency, teamwork, and long-term thinking drive true recovery.



### **Joe Cutillo – Reinvention in heavy industries**

Sterling Infrastructure was gasping for breath in 2015 – plagued by losses, executive departure, and diminishing hope. Joe Cutillo joined as VP of strategy and became CEO in 2017. His strategy was bold, but decisive: pivot from low-margin civil construction to diversified infrastructure services.

Cutillo didn't micromanage; he set clear boundaries, empowered teams, tied incentives to performance, and reinvested profits in high-margin markets like data centres. Revenue surged beyond 2bn, margins quintupled, and share price jumped up suddenly shooting to the moon. This reinvention proves that dramatic course changes (even in traditional sectors) can spark meteoric recoveries.

### **Brian Scudamore – From small failure to franchising genius**

Brian Scudamore's first venture, The Rubbish Boys, hit rapid success but was followed by swift failure. Customer service faltered; relationships broke. In response, he fired all staff and reassembled around a culture: "It's All About People."

That reset birthed 1-800-GOT-JUNK? and later franchises like WOW 1 DAY PAINTING. Scudamore scaled into multiple countries – all bootstrapped, all on values. He proved that systemic failure doesn't deter a disciplined founder – it only drives the desire and sharpens resolve.

### **Lisa Su – Spinning AMD from the edge to the vanguard**

AMD was once a struggling underdog in semiconductors – with woeful profits, waning credibility, and a seemingly insurmountable gap with Intel. In 2014, Lisa Su took the helm. She spearheaded slimmed-down product lines, laser-focused R&D, and reacquainted with customers, something she felt had gone astray.

Su bet on the AI and high-performance computing wave. She launched the Zen architecture, raising AMD's stock from roughly \$3 to about \$140. Her turnaround narrative isn't about rescuing a monarch; it's about rebuilding agility from the ground up. Lisa Su reminds us that strong leadership and strategic concentration can create a technology titan, and rescue it from the brink.

### **James Dyson – Thousands of failures for one gleaming result**

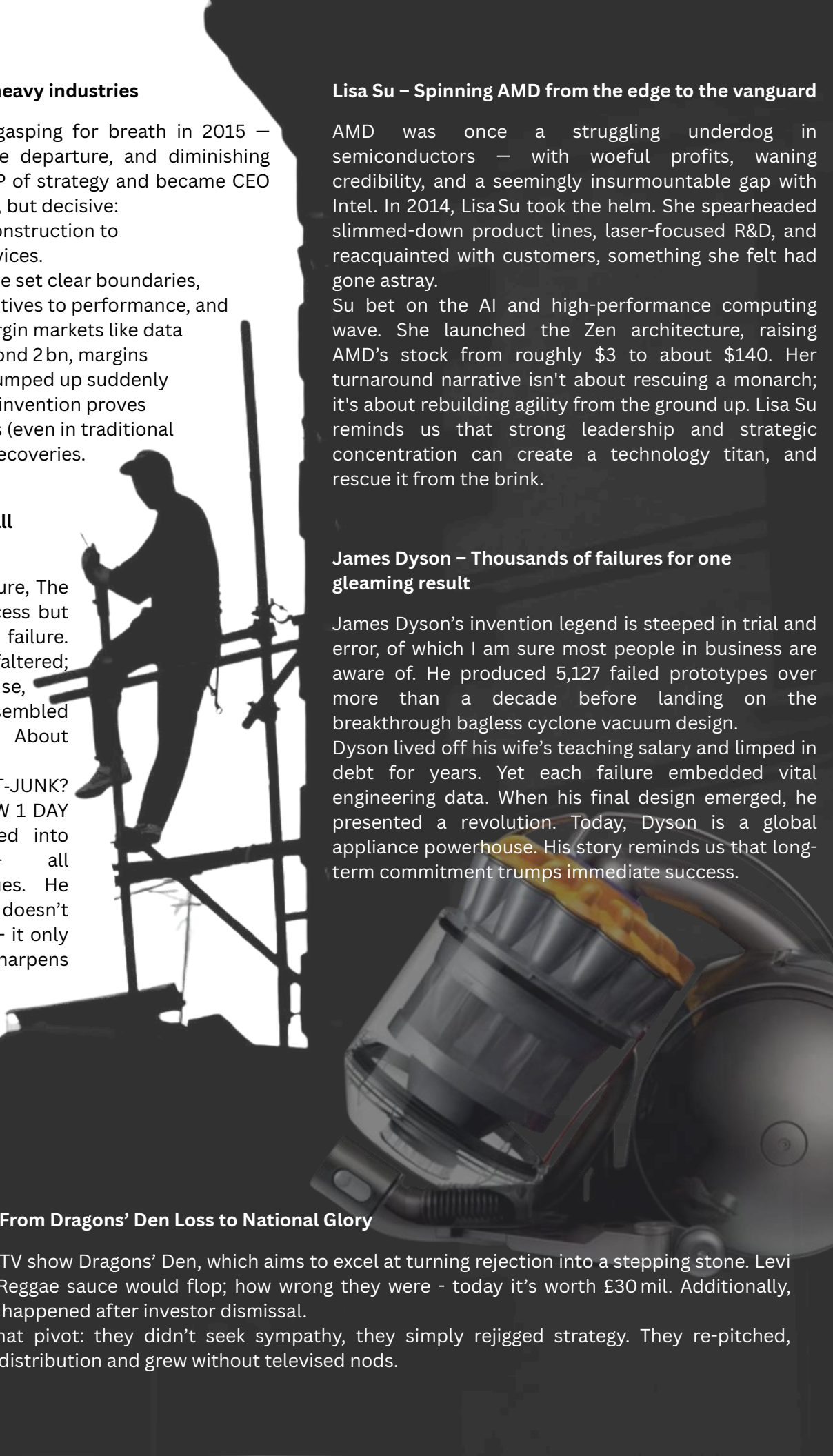
James Dyson's invention legend is steeped in trial and error, of which I am sure most people in business are aware of. He produced 5,127 failed prototypes over more than a decade before landing on the breakthrough bagless cyclone vacuum design.

Dyson lived off his wife's teaching salary and limped in debt for years. Yet each failure embedded vital engineering data. When his final design emerged, he presented a revolution. Today, Dyson is a global appliance powerhouse. His story reminds us that long-term commitment trumps immediate success.

### **BrewDog, Levi Roots & Co – From Dragons' Den Loss to National Glory**

We've probably all seen the TV show Dragons' Den, which aims to excel at turning rejection into a stepping stone. Levi Roots was told his Reggae Reggae sauce would flop; how wrong they were - today it's worth £30 mil. Additionally, BrewDog's £1.8bn valuation happened after investor dismissal.

Each founder triumphed that pivot: they didn't seek sympathy, they simply rejigged strategy. They re-pitched, improved packaging, honed distribution and grew without televised nods.





## What these leaders had in common

1. Empathy-led culture change – From Gerstner's restructuring to Scudamore's staff overhaul, each turnaround began with people – firms are about hearts as much as they are about quarterly reports.
2. Honest reckoning – Mulally mortgaged Ford's body, its mind and soul; Su slimmed AMD's bloated portfolio; Cuttillo pivoted skillsets. The truth often stings – you don't have to be in business to know this, but you do know it's the first step to recovery.
3. Strategic pivots – Whether vacuum cleaners, sauces, or semiconductor architectures, genuine ingenuity reimagined markets.
4. Tenacity over pride – Dyson's thousands of models, Gerstner's 100k layoffs – none of these were glitzy. They were grit. And would put money on that all decisions made by all of the above kept them up at night and provided many a sleepless night. Pride can make you stall – but the will to do what's right, I believe trumps all.

## Why exploring failure fuels hope

I wanted to spotlight these stories in this Success Failures article, because they're not tales of meteoric wins, but of humbling losses and defiant upturns. Their authenticity hits home or certainly did for me. They didn't snap their fingers and succeed – they endured, pivoted, and rebuilt. And if these titans can, so can everyday entrepreneurs and professionals weathering dark days. You, just like them, will have many stories to tell - the good the bad and the ugly – and my guess, you're better off for the experience.

Failure doesn't define us. What we do next does. That's the fire behind every lens Dyson invented, every pipeline Cuttillo realigned, every sauce bottle Levi Roots sold after a no.

## What these leaders had in common

### Tip

#### “Acknowledge it”

Brutally honest reviews spark the clarity needed to pivot.

#### “Prioritise people”

Culture trumps strategy if your people aren't aligned.

#### “Test & iterate”

Try fast, learn faster—Dyson's 5,127 prototypes weren't random.

#### “Empower teams”

Give autonomy but align on vision – like Cuttillo's incentivised teams.

#### “Reinvest boldly”

Whether it's finance at Ford or R&D at AMD, lean in when opportunity calls.

## Courage in the face of failure

The message is simple yet powerful: it's okay to fail, and in many cases it's essential. For every triumphant headline, there's a chapter of setbacks that no one shows, but those behind the headline will always remember. But failure is not final. It's fuel.

From orphaned IBMers, to struggling semiconductor engineers, to sauce-makers ignored by TV moguls – these leaders share one gift: hope. Their breakpoints turned into launchpads. Their resistance became resilience.

So, to our readers today who have made it to the end of my Success Failures article: may these stories spark courage. Let failure temper your strategy, not degrade your dream. Your defining moment isn't when you fall – I assure you, it'll be when you rise.

In sharing these journeys, we celebrate not just triumph, but transformation. For in the landscape of adversity, we find our greatest strengths. And sometimes, failure is the compass pointing us to true success.





# LORD MAYOR'S CHARITY APPEAL FUND

## ONE PUNCH HULL AND EAST YORKSHIRE

2025 has already been an incredibly busy year for One Punch Hull. Their charity was established in August 2023 after the heartbreaking loss of son, Scott Akester, who tragically died following a one-punch attack in November 2022. Their mission is simple but powerful: to raise awareness across Hull and East Yorkshire about the devastating consequences of one-punch violence and the lifelong impact it leaves on families and friends.

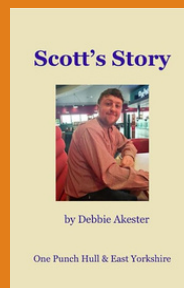
In October 2024, the charity experienced remarkable success with their play, 'One Punch', which was written by the Godber Foundation. It sold out five nights in a row locally, and following this incredible reception, they had the amazing opportunity to perform at the Home Theatre in Manchester for an additional four nights. Bringing Scott's story to wider audiences has been a deeply moving and rewarding experience, and they would love to perform the play again here at home. If anyone knows of any funding opportunities that could help bring 'One Punch' back to local theatres, please do reach out – they would greatly appreciate your support.

In the first six months of this year alone, the charity delivered 40 talks to over 8,000 children and young people across our region. During these sessions, they openly share the tragic events of the night Scott lost his life – a punch thrown by someone he considered a friend. We speak candidly about how our lives changed in an instant, the profound impact it had on our family, Scott's friends, and how it all could have been avoided. With a focus on helping young people recognise their limits, manage their anger, and understand how to safely remove themselves from situations that feel intimidating or threatening. Their motto is clear and memorable: "Stop, think, and walk away." The feedback received from both children and teachers has been overwhelmingly positive, and they remain dedicated to sharing Scott's Story with as many schools as possible. If any readers know of a school or group who would benefit from the charities talk, please get in touch.

This year they have also been honoured by being chosen as Charity of the Year by several local schools and businesses, including Smith & Nephew and RES Electrical. Additionally, they were thrilled to learn that the Civic Lord Mayor of Hull City Council, Councillor Cheryl Payne, selected them as one of her two charities for 2025. A heartfelt thank you to Councillor Payne and her family for their incredible support.

Most recently, they proudly launched a book titled, 'Scott's Story'. It provides a personal and heartfelt look at Scott's life, the devastating incident that took him from us, the challenging trial that followed his attacker pleading not guilty, and the inspiration behind setting up our charity. If you'd like to buy a copy, please click on the QR code below.

The continual ongoing support means everything to them, and they believe together, we can all continue to make a real difference.



In this book, Debbie recounts the events of that night and the journey for justice that followed. Events that led to them setting up the charity, One Punch Hull to raise awareness of the risks of one punch attacks and the impact they have on victim's families.



For more information on purchasing a copy, please click on the QR



# "Planting the Seeds of Enterprise: A Fresh Space for Local Innovators"

The Louis Pearlman Centre has just added two brilliant new features: a pool table and large outdoor seating to the garden area. These additions are all about making the Centre a social place where local businesses can thrive and people can have a good time.

The pool table, set up in the breakout area was kindly donated by local company Alan Phillips Snooker, for all your snooker and pool needs go and visit their social media pages. The table is perfect for a quick game and a laugh. It's becoming a popular place to relax, chat, and make new mates during and after a busy day. Everyone seems to love it already, and it's great for bringing people from different businesses together. Who knows, we may look to host a pool competition soon...watch this space!

Outside, the new garden gives everyone a calm space to chill, catch up with colleagues, or just grab some fresh air. It's nicely designed, easy to get to, and makes working here feel even better.

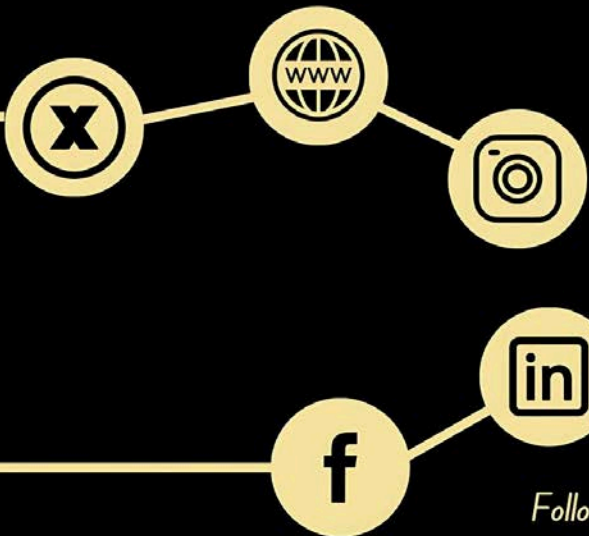
Both these new spots show that the Centre cares about more than just business – they want to build a real sense of community and creativity too. The Louis Pearlman Centre is definitely one of Hull's best places to work and locate your business for sure.





## SUBSCRIBE TO OUR SOCIALS

FIND US ALL IN ONE PLACE!



*Follow and say hello!*



### Louis Pearlman Centre

Goulton Street, Hull



01482 612 478

### Bespoke Centre

Zeals Garth, Hull



01482 692 494

### Craven Park Centre

Poorhouse Lane, Hull



01482 379 514



MANAGEDWORKSPACE@HULLCC.GOV.UK



[WWW.HULL.GOV.UK/COMMERCIALPROPERTY/MANAGED-WORKSPACE-CENTRES](http://WWW.HULL.GOV.UK/COMMERCIALPROPERTY/MANAGED-WORKSPACE-CENTRES)

## MANAGED WORKSPACE CENTRES

# MANAG



WO  
Worki

# WORK

GRANTS AND  
FUNDING SUPPORT

BUSINESS  
SUPPORT

AVAILABL  
UNITS