

# Business Cornwall

Issue 47

[www.businesscornwall.co.uk](http://www.businesscornwall.co.uk)

February 2011

## From RDA to CDC

Face to Face with Suzanne Bond, the new chief executive of Cornwall Development Company

Also

- ▶ Cornish Gems in profile
- ▶ LEP disharmony
- ▶ Business Clinic



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"Richard Caborn came down to Exeter, and said to us 'Cornwall hates Devon, Devon hates Cornwall, you both hate Bristol, and all of you hate London, but I don't care, it's going to be the South West region as a economic development entity". In conversation with Suzanne Bond, the new chief executive of the Cornwall Development Company

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# Letters

Email your letters to [nick@businesscornwall.co.uk](mailto:nick@businesscornwall.co.uk), alternatively post them to the address at the front of the magazine. We endeavour to print all correspondence to the magazine, good or bad, as long as they're not going to get us into trouble with the lawyers!

## Allaying fears

Dear editor

Our company, Cornwall Tourism Ltd, is one of the leading tourism industry marketing agencies in Cornwall and we have worked very hard for the last three years to get the Cornish tourism sector to accept the need to market their businesses all year round which is a necessity in the current financial climate if they are to survive over the next five years.

I have just read the article on 'Peak fears for the tourist industry' (*Business Cornwall*, Nov 2010) by Tom Roach of Winter Rule on the issue of marketing Cornwall as a year round holiday destination and felt I had to respond.

I fully appreciate that you may not print this letter, however, it is important that a view from the Cornish tourism promotion industry is clearly stated because statements that promoting Cornwall as an all year round holiday destination is causing a drop in visitors, just creates unnecessary negativity and is based on seriously flawed thinking.

Mr Roach states that occupancy rates were at 90% for 2005 and are now down to 80% for 2010 and implies this is because visitors who would normally come here in August are now coming in the shoulder months as a result of Cornwall being marketed as an all year round holiday destination. This rationale is totally flawed.

Firstly, the UK and Europe, which is Cornwall's largest market place, has been in a recession since 2008 therefore, visitors numbers will naturally have fallen as a whole, simply because people have less money to spend. Secondly, our extensive market research indicates in previous years visitors were taking two holidays each year, however, due to the current economic climate many people are either forgoing the second holiday period in August completely or taking it later in the year when prices are lower.

The fact is, Cornwall is an all year round holiday destination and many businesses rely on the off season income to survive so any suggestion that marketing Cornwall as an all year holiday destination is the cause of the fall in occupancy rates in August when there are very obviously other major factors that have impacted on visitor numbers is quite frankly ridiculous.

The main problem for the Cornish tourism industry as a whole is that there has been far too little marketing activity done in the past on both local and more specifically national levels. This situation will only deteriorate further now that the official tourism body has had its budgets slashed. And with businesses seeing falling visitor numbers and revenues, conclusions based on flawed information about the benefits of marketing and promoting your business will only have a negative effect and will ultimately cause many businesses to suffer even more.

Rather than continual negativity about the tourism industry being reported which adds no value, we think it is about time people began to talk it up. The tourism sector in Cornwall has much to offer and with the official bodies figures indicating that around 88% of visitors return to Cornwall, what we need to do is create an increase in visitors numbers.

This can only be achieved by marketing Cornwall all year round and business owners have to do this themselves. If they don't, they may not exist in two years time. In addition, people tend to book their holidays for the following year at the tail end of the year or in the early part of the next, so telling business owners that promoting their businesses all year round is wrong is completely flawed and shows a complete lack of understanding of how the tourism industry actually works.

Peter Harding, Cornwall Tourism Ltd

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## Bonney on board

**A warm welcome to the latest recruit here at Business Cornwall, Rhys Bonney.**

Rhys joins us under the Unlocking Cornish Potential scheme, and will be responsible for business development.

## Standing at the crossroads

**A strong accent on the local economy in this month's Business Cornwall magazine.**

We take an early look at how Sir John Banham's prospectus for a Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) is taking shape, while we also speak to new Cornwall Development Company chief executive Suzanne Bond, and learn why she thinks this is "Cornwall's time".

Clearly, Sir John also thinks this could be "Cornwall's time", but whether the Duchy is quite ready to grasp the nettle that he would like us to grasp is another thing.

Bond tells us that a "jockeying for position" is inevitable in such

circumstances, and that certainly seems to be what's happening at the moment.

While the Government has stressed the importance of a strong private sector involvement in the LEP, there has been much unhappiness in certain quarters over whether this is being adhered to, particularly the involvement of small businesses.

While everyone wants to see Cornwall's economy strive ahead, there appear to be stark differences at present on how things should move forward.

Also this month, we report on big plans for Goonhilly. It had looked as if its iconic satellite dishes were set for



the scrap yard, but if a new venture has its way, the Lizard facility could soon again be striving forward to support future space missions to the "Moon, Mars and beyond." ◉

**Nick Eyriey**

**Digest**general

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## Air link blows for Newquay

**One new route announced, two routes axed, it has been something of a rollercoaster for Newquay Airport in the last few weeks.**

While the year began on a positive note, with Air Southwest opening its new link to Cardiff, this news was soon tempered by an announcement from the same airline that it was pulling out of its four-times daily route to London Gatwick.

And this was followed with the revelation that Ryanair was pulling out of Newquay altogether, with the withdrawal of its summer service to Alicante in Spain, in protest of the continued imposition of a £5 tax on departing passengers.

While the airport still has a viable future and will continue to look to expand, in the short term the decisions by Air Southwest and Ryanair will come as a blow.

And it leaves Flybe as the only carrier linking Cornwall to capital. Air Southwest pulled out of its short-lived link to London City last year, while Ryanair axed its Stansted route in 2009.

Meanwhile, Sutton Harbour has completed the previously announced sale of Air Southwest to Eastern International Airlines.



◉ Newquay Airport: Ryanair quit

The deal went through for £1.5 million, less an expected adjustment of £2.8 million for unflown ticket revenues and working capital. ◉

## Qualifications at Coodes

**A partner at law firm Coodes has been awarded a Masters Degree in legal practice, while a number of trainees have now qualified as solicitors.**

Christian Wilson, who specialises in commercial law, completed the Master of Laws with the University of Plymouth after three years of study.

Meanwhile, newly qualified Alex Tomlinson has been promoted from his role at the Truro office to be based in the residential property department in Liskeard. Joining him is Sarah Evans, who has also been promoted to work in the family department.

Kate Williams will continue to work in the Holsworthy office in its residential property department. ◉



◉ Christian Wilson: Masters

## Export Cornwall launched

A new business network has been launched designed to help businesses in Cornwall and the Isles of Scilly trade internationally.

Export Cornwall is backed by the £2 million UK Trade & Investment (UKTI) Globalisation Project, which has received European Regional Development Fund investment through the Convergence Programme for Cornwall and the Isles of Scilly.

It is designed especially for small and medium sized businesses in Cornwall and the Isles of Scilly and for most businesses,

membership is free. It is driven by an advisory team of leading local exporters, including Somar International, Wes Ltd and MJ Medical.

The focal point of the network is a new interactive website which will enable an online community where businesses can seek advice from within the Cornish business community as well as from international trade advisors from UKTI.

Robin Barnett, MD of UKTI's Business Group, said: "The Export Cornwall network will help set businesses in Cornwall



Robin Barnett: "Prosperity"

and the Isles of Scilly firmly on the path to profitable overseas trade. In turn, this will lead to higher quality jobs and help boost prosperity in the county."

## Farmers looking to go back to black

Cornwall Farmers, the farmer-owned agricultural supply co-operative, is expecting to return to profit this year after one-off costs pushed it into the red.

The business, which is owned by its 4,200 members, said its unaudited results showed an expected loss of £2.6 million

for the year to September 30, 2010, but stressed that £2.5 million of this was from exceptional items.

This included a loss of £1.5 million from the trading and subsequent disposal of its machinery division which was sold in December, and £1 million of adjustments to reflect overvalued assets on the balance sheet, plus some restructuring costs.

Excluding these exceptional items, Cornwall Farmers posted a loss of £100k on sales of £68 million, which was similar to the previous year's performance.

Chairman Peter Thomas said: "These were one-off exceptional items and the underlying business remains strong, so we expect to return to profit in 2011 despite the tough economic climate.

"Next year we anticipate one-off profits from the disposal of surplus sites,

including our former machinery site at Roche, and we are investing in a larger direct sales force to grow our agricultural business, while introducing new retail products."

Cornwall Farmers has been supplying goods and services to rural communities in Cornwall and Devon for 90 years. It sells around £45 million of seeds, fertilisers, feeds and forage to local farmers and around £25 million of goods through its network of 14 country stores every year.

The co-operative employs 270 staff and injects more than £30 million a year into the local economy through wages and what it spends with local suppliers."

## Enter Cornwall Business Awards 2011

Nominations have opened for the Cornwall Business Awards 2011.

Any business based in Cornwall or the Isles of Scilly can enter one or more of 14 award categories, which include Business Leader of the Year, Best New Business in Cornwall and Customer Focus, which is again sponsored this year by Business Cornwall magazine.

Suzanne Bond, chief executive of the Cornwall Development Company, commented: "The awards are a great opportunity to shine the spotlight on the stars of the Cornish business community.

"This is the sixth year that Cornwall Development Company has staged the Cornwall Business Awards and every single year, the range and quality of businesses entering seems to be higher."

Around 300 business leaders are expected to attend the awards dinner, which will again be held at the St Melion International Resort, on May 19.

A full list of the award categories and criteria, and an online entry form, are available on the awards website – [cornwallbusinessawards.co.uk](http://cornwallbusinessawards.co.uk)

Closing date for entries is March 14.

## £100k business plan competition

Cornwall's biggest business plan competition has launched for 2011, with a prize value of more than £100k.

Ignite, which first took place last year, is open to any Cornish business looking to grow and develop their business or business idea.

Companies are invited to visit [www.ignitecornwall.com](http://www.ignitecornwall.com) to find out how to enter and details of the prize, which includes up to a £25k European grant from organiser Oxford Innovation for the winning business.

Businesses interested in entering the competition can submit their business plans anytime from now until March 31. To help businesses which

have not developed a business plan, Oxford Innovation will be holding a number of Winter Training Camps to give business owners an insight into a range of specific business planning topics.

Also Included in the prize funds is a radio marketing campaign on Pirate FM, business and finance advice from Winter Rule, Legal advice from Foot Anstey Solicitors, brand and design services with Creative Edge, free office space at Pool Innovation Centre, a special feature in Business Cornwall, website design from NetInsight, and HR support from Tamar HR."



## New home for Foot Anstey

Regional law firm Foot Anstey has made a positive statement in Cornwall by expanding its presence in the Duchy after moving to larger premises in Truro.

The firm has taken 9,000 sq ft of modern open plan office accommodation at High Water House.

Managing partner John Westwell commented: "Our new Truro office will enable us to further invest in our team in Cornwall and provide our clients with first class services and advice. Foot Anstey is committed to Cornwall and will be further strengthening the team in the coming months."

Recent recruits include Mike Bird, a former deputy coroner for Derbyshire,



▶ Foot Anstey: New Truro home

who is growing the firm's clinical negligence practice in Cornwall.

The new office will complement Foot Anstey's other facilities in Plymouth, Exeter and Taunton. ▶

## FSB calls for fuel stabiliser

The Government has been called upon to deliver on its manifesto pledge for a fuel duty stabiliser as record high fuel duty rates put small businesses on knife-edge.

As the increase in VAT to 20% hit on January 4, fuel duty also rose to a record high putting further pressure onto already hard-hit small firms' cash-flow.

The Federation of Small Businesses (FSB) says that in opposition, the Conservative Party promised to put a fuel duty stabiliser – a mechanism to ensure an automatic freeze on fuel duty increases and a reduction in duty to match any increases in VAT revenues from higher pump prices.

And it says it is "severely disappointed" that the Government has not delivered on this pledge.

FSB Cornwall regional chairman, Kevin Oliver, said: "With the Cornish economy being substantially reliant upon the self employed and small business sector, many operating in rural settings, it is imperative that the Government carries through its promises on issues like the fuel duty stabiliser.

"As a percentage of turnover, fuel costs are likely to be higher in Cornwall than in many other areas of the country and when the economy is still fragile, record fuel prices and the hike in VAT, threaten the local recovery." ▶

## Briefs

**Expansion:** Bodmin-based J&N Engineering is targeting further growth following the purchase of a water jet cutting machine. The company, which specialises in design, manufacture and assembly of precision RF, Microwave waveguide components, recently expanded into new larger premises on the Callywithgate Industrial Estate.

**On course:** The county's largest training provider, Cornwall College Business (CCB), has unveiled details of a new range of short training courses. Available as part of the new offer, are short courses in Change Management, Coaching with Neuro-linguistic Programming, Lean Service Management, Event Management, Carbon Management and Planning for Energy. Tel: 0800 7317594.

**Battery power:** Truro-based Cornwall Batteries has invested in a new fleet of vehicles on the back of sustained growth. Increased demand from an expanding customer base has helped fuel growth of more than 8% year-on-year for the company, which was established by husband and wife team Jacqueline and Graham Bultitude in 1972.

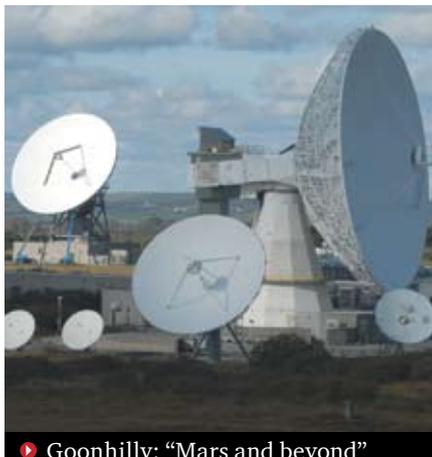
**Magpie:** A new online retail business has opened selling purely Cornwall-made goods. Hayle-based Cornish Magpie is the brainchild of Shirley Cookson, supplies a wide range of products from market traders and small companies, to those wanting to turn a hobby into a business for themselves.

**Not so taxing:** Applied Business Solutions is holding free payroll workshops to show local businesses how they can bring payroll in house, while demonstrating Pegasus Open 3 Payroll and HR solutions. Also, chartered accountant Robinson Reed Layton will be there to discuss the ramifications of the legislative and taxation changes coming into force in April. To find out more call 01872 554028.

**Poll topper:** Regional law firm Stephens Scown has been named 'UK Family Law Firm of the Year' at the Finance Monthly Global Awards.



## Goonhilly back in the space race



▶ Goonhilly: "Mars and beyond"

**The iconic Goonhilly Satellite Earth Station on Cornwall's Lizard peninsula could once again play a starring role at the forefront of technology.**

The former BT Satellite Earth Station is set to be upgraded and redeveloped by a consortium, Goonhilly Earth Station Limited (GES), for use at the forefront of world-leading radio astronomy projects and Deep Space Network communications.

There are also plans to redevelop the visitors centre into a new space-themed outreach centre.

The plan has been almost three years in the making and is the brainchild of Ian Jones, MD of the space sector company, Orbit Research Limited and now CEO of GES.

GES has worked closely with BT to develop the opportunity and a deal has been agreed, which includes GES taking a three-year lease on most Goonhilly antennas, including the four largest giant dishes, and an option to purchase the whole site for an undisclosed sum.

GES has advanced plans to upgrade the antennas to enable deep space communication with spacecraft missions. In addition, the GES partnership with Oxford University has enabled the scope of the project to include the delivery of radio astronomy work focussed on the origins of the universe.

Jones commented: "Goonhilly is one of those amazing places that inspire people and has a pioneering heritage in international communications from the time when the first trans-Atlantic satellite TV broadcasts were made in the 1960s. Now we have plans to go one stage further and to use the antennas at Goonhilly to support space science missions to the Moon, Mars and beyond."

Local MP Andrew George is right behind the scheme and said: "This is an exciting project. The effort to protect Goonhilly's satellite dishes from the bulldozers will be more than repaid. The important Goonhilly arm of this global project will generate many new jobs and business opportunities in the area. It will place west Cornwall in an integral position in a project of global significance." ▶

## Newquay firm in F1

A Newquay-based company has broken into the ultra competitive world of the Formula One World Championship.

One of the world's leading racing engine development teams discovered CCTV and Access Control specialist CDA Solutions while searching on Google for a way to monitor their cutting edge test bed equipment.

Andy Watson, joint owner of CDA with business partner Chris Sutherland, said:

"The requirement was for High Definition recording equipment that was capable of digitally recording the race engine simulation programmes being run on the test rigs so that the engineers could accurately monitor exactly what was happening."

The CDA system has proved such a hit that 48 of the 2010 Formula One World Championship race engines were built and monitored using its technology. ▶

## Western Talk into Orbiss

**Truro-based telecommunications specialist, Western Talk, has rebranded and re-launched its services under the new name of Orbiss.**

Originally launched in 2006, the company has built up a strong client base across the UK by supplying, installing and maintaining fully integrated telephone systems for leisure, hotel and business customers.

Most recently, the company developed a new system called 'Clarity' that

provides hotel customers with cutting edge guest room technology.

Director Karen Patterson feels that the rebranding will help the company take their business to the next level. She said: "Now is the time to take things on another step and move forward with a vibrant, exciting and dynamic brand that appeals to our local, national and international customers alike." ▶

## Briefs

**3idog's life:** Interior design specialist, 3idog, has relocated to new premises in Truro, after outgrowing its original Falmouth base. Run by Steve Coombe, 3idog launched in 2009. Over the past year Coombe and the team at 3idog have worked on a diverse range of projects, from hotels and restaurants to offices and private homes.

**Back to Brass Tacks:** A new marketing company has been formed in Falmouth – Brass Tacks Media. It is the brainchild of Kim Conchie, who is relaunching the Brass Tacks brand after selling his successful Brass Tacks Publishing business ten years ago. While the new company will offer all aspects of marketing services, its particular focus will be on sports marketing.

**Wizard of Oz:** Hall for Cornwall (HfC) director Tim Brinkman is heading for a new life downunder. Brinkman, who has been director of the Truro venue for the last ten years, has been appointed as executive of performing arts at the Arts Centre in Melbourne, and will be leaving HfC in early March.

**Story to tell:** Falmouth PR Mike Truscott has launched a new biography writing service – Golden Replay Biographies. With the cost of publishing books a fraction of what it used to be, the service is aimed at people with a story to tell, but perhaps need a little help in putting it down in black and white.

## Growing global rep for A&P

**RFA Cardigan Bay returned to Falmouth for maintenance after three years in the Gulf supporting coalition operations and the Iraqi Navy.**

While the ship was half way across the world, the Cardigan Bay was maintained by members of the Cluster Support Team, a joint venture between A&P and the MoD based in Falmouth, who regularly travel to the Gulf.

Work included equipment upgrades to cooling and weapons systems; dry docking; operational support and general upkeep, and took place in ship yards in Dubai and Bahrain, and resulted in a

partnership between A&P and Arab Ship Repair Yard (ASRY), which has been recognised as providing a ‘gold standard’ level of support to vessels within the operational theatre.

Gerald Pitts, A&P’s cluster programme director, said: “We have a worldwide reputation for excellence and efficiency and have provided support in Dubai, Bahrain, South Carolina, Curacao and the Mediterranean. We are delighted our work has been highlighted once again with the RFA Cardigan Bay.”

Following the planned three-week maintenance period, the RFA Cardigan



▶ RFA Cardigan Bay: Back from Gulf

Bay is expected back in Falmouth in August for a major refit similar to that of the RFA Mounts Bay, which was completed last year. ▶

## CMN wins Government contract

Some 200 young people will be helped out of unemployment and onto a career ladder thanks to a Government contract awarded to Cornwall Marine Network (CMN).

The Future Jobs Fund scheme allows employers to take on 18-24 year olds, who are long-term unemployed, for six months with their salary and relevant training fully funded.

The aim is to lift the young person out of unemployment and CMN will support

each individual in their career progression path and in sourcing appropriate training.

CMN’s chief executive Paul Wickes said: “We are helping to create new jobs that wouldn’t exist without Future Jobs Fund. The training element within the scheme improves young people’s chances of starting a successful career.” ▶

## Workboat delivered

**St Isaac-based Explorer Marine has delivered the first special Workboat 800, which was designed and built for Sandbanks Marina and Boatyard in Poole Harbour.**

The brief was to build a heavy duty workboat fitted with a special crane and winch to lift and service moorings throughout the year, and to serve as a crew and guest ferry to transport owners and guests to their boats moored on the company’s moorings all over Poole Harbour. ▶

## Green gong for Marine Designs

**Marine Designs Ltd, part of the A&P Group, has scooped a Green Energy award for an innovative pontoon system designed to support the offshore renewables industry.**

The company, based in Falmouth, won the Best Business Innovation Award at the annual Regen SW Green Energy Awards in Bath for its patented

Dockmaster pre-cast concrete pontoon system.

Marine Designs has pioneered its Dockmaster pontoon – which includes 80% recycled aggregate – to support operators installing offshore renewable energy technologies. ▶

## SY Christopher launched

Pendennis Shipyard’s latest new build has been successfully launched into Falmouth’s waters.

The sailing yacht Christopher received a customary blessing from Father Jonathan Bielawski from St Mary’s Immaculate Parish Church, before the launch itself.

It marks the conclusion of project that started at the end of 2008, when Pendennis announced the partnership with Ron Holland Design and Palm Beach Yachts International to build a new 46m performance cruising ketch. ▶



▶ SY Christopher: Splashdown

## Tidal energy expertise

**Falmouth-based Mojo Maritime has been named Tidal Energy Engineering Firm 2010.**

The company picked up the accolade at the fourth International Tidal Energy Summit, held in London recently.

MD Richard Parkinson commented: “We were both nominated and voted for by members of the industry who were attending the Summit for our contribution to engineering innovation and achievement in the tidal energy sector.

“It is very exciting and a great privilege to receive such an award in recognition of our engineering expertise.” ▶



## Grass greener in Cornwall

**A Cornish specialist holiday lettings company says the ‘staycation’ has continued to effect early bookings for 2011 with strong early demand.**

Classic Cottages, which markets around 700 holiday cottages in Cornwall and throughout the south west, believes the combined effects of last year’s volcanic ash, the strength of the Euro and possible threats of airport and airline strikes has encouraged more people to secure their holiday at home for next year.

MD Simon Tregoning said: “Given the saturation of all our news channels with stories about economic cuts, we are reassured to be running ahead of last year in forward bookings. It shows that some of the positive ‘staycation’ effect that has kept us immune from the last two years’ of recession is still with us.”

He is far from complacent about the situation, however, and added: “But it’s still early days and the public sector job cuts are bound to have an impact on our target market. That said, a UK holiday generally has lower travel costs and is less risky, so the uncertainty will have positive and negative influences – predicting the winner is a tough call.”

A latter point which is backed by research from Penzance-based rival **West Cornwall Cottage Holidays.**

It revealed that that a typical holiday abroad could cost a family over £1k more than the equivalent holiday in Cornwall.

The company says that the equal footing between the Pound and the Euro has now made many foreign holidays more expensive than those in the UK, and is



▶ Simon Tregoning: “Reassuring”

seeing its busiest early January booking levels for many years. ▶

## Bay owner buys Devon hotel



▶ Boringdon Hall: New ownership

Newquay-based Nettleton Holdings is expanding its portfolio with the acquisition of Boringdon Hall Hotel in Devon.

The deal ensures Boringdon Hall, which is situated on the edge of Dartmoor, is safe from administration.

Nettleton Holdings, whose interests include ownership of The Bay Hotel and The Esplanade Hotel in Newquay, will unveil plans for refurbishment and expansion in the near future. Director James Nettleton said: “We are thrilled about the purchase of such a fantastic property. We are looking forward to the challenge ahead and welcome the opportunity to bring out the full potential of Boringdon Hall, for the enjoyment of our guests and the security of the employees.” ▶

## Hotel bookings up

**Hotel occupancy levels in Cornwall increased by just over 2% in 2010 on the year before, according to the latest findings from Winter Rule.**

The tourism team at the Truro-based accountant said the first half of 2010 was particularly encouraging, with occupancy consistently higher than in 2009, although August continued in its sustained trend downwards. September, October and November also saw an increase in hotel stays, but the cold weather had a significant impact on December’s figures.

Tom Roach, partner at Winter Rule and tourism team leader, said he was “cautiously optimistic” about the outlook for 2011, but he said there was some evidence of belt-tightening and January’s VAT increase was likely to impact. ▶

## The great escape

**Cornwall has added another title to its growing list of awards having been voted Favourite UK Country Escape in the Sunday Times Travel magazine’s Reader Awards 2010.**

5,000 votes were cast across the 24 award categories that cover everything from the ultimate short break to favourite airline, with readers of the magazine naming Cornwall above all other UK destinations.

The award comes hot off the back of Cornwall being crowned Best UK Holiday



County or Destination in the British Travel Awards just last month. ▶

## Hoseasons award

**Luxury Portreath holiday resort Gwel an Mor has been awarded ‘Best in Britain’ at the annual Hoseasons awards.**

The award ceremony, which took place in Dundee, showcased the achievements of Hoseasons holiday lodges and holiday parks throughout the UK. ▶

## Boring in Redruth

Contractors building a £2.9 million factory development in Redruth have drilled a borehole almost 600 feet (180 metres) into the ground to cater for a high-tech Cornish engineering company moving to the site.

The borehole, which is around six inches in diameter, will be used by Calidus Engineering for systems testing.

The company specialises in 'down-hole' and subsea technology for the

oil, gas and geothermal industries and requires hostile conditions deep underground to put its equipment through its paces.

Calidus is relocating from five separate sites in Falmouth and Redruth to new units being developed by Priority Sites on the Treleigh Industrial Estate in Redruth. Calidus has 26 staff and intends to double this in three years. ▶



▶ Drill: Work at Treleigh

## Commercial resilience

Stratton Creber director Tim Smart is reporting some optimism in the Cornish commercial property market.

He highlights the renewable energy sector as a particular driver, with 100 planning applications anticipated in the wake of the solar power rush, representing a potential investment of £10 million per project. "It is estimated that 40 companies are chasing suitable land in Cornwall," said Smart.

Retail and leisure development activity is also apparent, in Penwith, with a Sainsbury's store planning application on the Penzance Heliport site with further development on the existing retail park next to the B&Q mooted.

And he added: "A planning decision is due early in the year for a mixed use development comprising 60 bed hotel, offices, restaurant/retail units and 14 apartments on the disused gas work site next to the Wharfedale Shopping Centre Penzance.

"Hayle is also providing its fair share of retail optimism with supermarket giants Asda, Morrison's and Sainsbury's all jostling for a position. The ex-Woolworths store in St Ives has 6 national retailers chasing the prime retail space with best bids being finalised early in the year.

"In the other sectors, there are several business space schemes under construction at Treleigh, Redruth off the A30. Several national house builders are known to be looking for land in the county." ▶



▶ Tim Smart: "Optimism"

## Quintrell Downs space

Developer Priority Sites is seeking expressions of interest in up to 100,000 sq ft of workspace planned for Quintrell Downs near Newquay.

The factory and workspace units, on land off West Road, would be part of a mixed-use development.

The scheme, which includes open market and affordable homes, retail shops, sheltered accommodation and a nursing home, is being developed by local company Fortdown Ltd, with Priority Sites acting as the development partner for the workspace element. ▶

## Changes at the top



▶ Team: (l-r) Margetts, Beevers and Webb

Heather and Lay Property Letting has strengthened its management set up as it looks to maintain growth into

the mid and west Cornwall property market.

Garrin Webb, with the firm since 2005, has been appointed as a director alongside existing directors Paul Beevers, Tim Heather and John Lay.

Richard Margetts, a negotiator with the firm for the past six-and-a-half years, has been promoted to office manager.

Beevers, who has run Heather and Lay Property Letting since its inception in 2002, has become the company's managing director. ▶

## Stratton Creber opens in Truro

South west property consultant, Stratton Creber Commercial, has opened a new Cornwall office in Truro, headed up by former Alder King head of agency, Tim Smart.

Stratton Creber Commercial has long established offices in Exeter and Plymouth and Plymouth MD Robin Falle commented: "Cornwall has long been a target area for us and no place is better to open an office than the county capital.

"The opening allows us to complete the south west peninsula 'jigsaw' and to provide our extensive range of commercial

property and land services across the entire region." ▶

## May Gurney cuts

National civil engineering company May Gurney is cutting 43 posts from its Bodmin-based operation.

The company, which reported a 31% rise in its pre-tax profits for the first half of the year, is consulting with workers and hopes to avoid any compulsory redundancies. ▶

## Keeping it local



Home grown: (l-r) Olly Bromley (Treluswell Mount Farm), Ross Buist, Robert Trevarthen (RJ Trevarthen)

Three Cornish family businesses have joined forces in a keep it local boost for the Duchy's "national dish" that will create new jobs.

A big expansion programme for Scorrier-based Prima Bakeries is majoring on a re-launch of its Cornish pasty range – using a long-established secret family recipe but now involving potatoes, turnip and beef from two suppliers based near Penryn.

As a bonus, Prima has also tied up a deal for another Cornish delicacy with close neighbour Rodda's Cornish Clotted Cream.

After months of research and development, Prima has chosen Treluswell Mount Farm at St Gluvias as its sole supplier of potatoes and turnip. A few miles down the road, long-established Roskrow butcher RJ Trevarthen will exclusively supply best rump skirt beef.

As well as upping its pasty marketing campaign – with out-of-county sales planned early next year via a new website – Prima has revamped its own retail shop at its Scorrier headquarters.

And as Rodda's no longer have a retail outlet on its own site, that company's fresh milk and cream will now be sold in the Prima shop alongside the new range of "home-grown" pasties.

Prima now employs 17 staff with the addition of a new full-time manager for

## Crisps beat the crunch

The Cornish Crisp Company has been awarded quality control accreditation for the food and drink industry.

The firm received SALSA (Safe and Local Supplier Approval) standard after undertaking a day-long audit where company records, production and operational systems and health and hygiene standards were closely inspected by a specialist auditor.

And the award could provide a significant boost to the business. MD Sue Wolstenholme explained: "We are currently talking to some national buyers who require us to have SALSA and therefore hope that this accreditation will take us to a new level in sales and better secure the future for our staff and the business."

## National award for Ginsters

Ginsters has been named among the country's top companies in the annual EEF Future Manufacturing Awards.

The Callington-based company won the EEF South West Region Skills Award in recognition of a multi-faceted training and development programme designed to support future growth.

Ginsters' MD Mark Duddridge said: "We are committed to investment in our bakery management staff to prepare them for tomorrow's trading environment and to show them how to develop the confidence and competence of their teams and to challenge and tackle waste in all its forms.

"This programme has helped to release the potential of our staff, whether they have many years of experience with us or are new recruits.



Winners: Ginsters' Samantha Brown and Steve Jones (centre) receive their award from Sasha Bowman of sponsors Westfield Health and Terry Slater of EEF

"As a result we have seen the bakery make consistent progress in its efficiency and identify new areas of potential for the future."

the shop and a new accounts manager to help with the company's expansion. Further new jobs are anticipated next year.

"These are the first moves in a long-term development programme which will hopefully see us challenging the titans of the Cornish bakery trade," said Prima bakery manager Ross Buist.

## Veggie beer and Cornish stout

The Duchy's breweries have been busy concocting something a little bit different recently.

Across at Rock, Sharp's Brewery has created its first-ever stout, as part of its Seasonals range

Cornish Stout was launched last month and will be available on draught in pubs and bars until the end of February. The guest cask has been brewed with roasted barley, wheat and crystal rye, while Apollo hops provide a "resinous aniseed backbone" and slow fermentation gives the beer a "chocolate sweetness".

Meanwhile, Redruth-based Keltik Brewery won an award for producing the 'Best Veggie Beer'.

Cook Vegetarian Magazine bestowed the accolade upon the brewery's Natural Magik beer, which, ironically, was originally developed for use as an ingredient in high-quality steak and ale pies, but due to its appeal the decision was taken to bottle it as a drinking ale.



## Rodda's healthy first

Rodda's employees are being offered free and confidential health checks through a scheme launched with the Duchy Hospital.

The 15-minute appointment includes, among other things, checks on eyesight, lung function, cholesterol and blood pressure.

Rodda's Cornish Clotted Cream managing director, Nicholas Rodda, explained. "It is all too easy for companies to sit on the side lines but we believe that all organisations should take some active responsibility for the well-being of their employees and that is what we are trying to do."

## Turning green with Eden Project

Businesses in Cornwall are making lasting New Year's resolutions after completing the Eden Project's sustainability course.

The organisations have taken part in the Green Foundation programme designed to help them react positively to new Government legislation and gain a competitive edge in the transition to a low-carbon economy.

Since it was introduced last September, 31 organisations have taken advantage of the free, ten-day scheme funded by the European Social Fund.

And many of the companies have now made resolutions to help green their

businesses and get ahead in the low-carbon economy in 2011.

For example, Newquay-based Atlantic Diving has pledged to use alternative marine fuel for their diving boats, while Bude accountant Philip Sanderson is planting trees on a nearby piece of wasteland to offset their carbon outputs.

Steve Mobbs from Bude Meat Supply said: "Without the impetus that I've gained from being involved with the Green Foundation, I don't think I'd have gained the extra enthusiasm. It has had a very positive effect on not just myself and the business, but also my farmer's business and the sustainability of a rare



▶ New resolve: Green Foundation participants

breed product, as well as the sourcing of local produce."

Green Foundation is a ten-day programme spread across three months and will be running every fortnight until September 2011. ▶

## Recycling firm smells the coffee

A Redruth-based recycling company has won a contract with one of the UK's largest vending firms.

The Electronic Waste Company will manage the recycling of thousands of end-of-life vending machines each year owned by Kafévend.

Kafévend owns more than 11,000 machines across the UK and upgrades large volumes of these each year.

Meanwhile, the firm has expanded into new headquarters following a near-doubling in turnover in 2010.

It has bought new freehold premises on

the Barncoose Industrial estate, a short distance from where it started in small rented offices just four years ago.

The new building will provide additional space for the company's IT refurbishment and secure data destruction services. ▶

## Orchard picks up top award



▶ Prize guys: Brothers Henry and Jamie Orchard

A scrap metal and car recycling facility was crowned overall winner at the 2010 Cornwall Sustainability Awards.

St Austell-based Henry Orchard and Sons picked up the winner of winners award at the ceremony held at the Royal

Cornwall Showground, after being named Best Medium Managed Company.

Truro-based Event Cornwall was named Best Small Managed Company, while Tamar Foods collected the award for Best Large Managed Company.

The Low Carbon Business award went to Enact Energy, with Robert Wiseman Diaries winning the Resource Management category.

Clayworks from Helston won the award for Products and Services, while Neil Farrington from Community Energy Plus collected the award for Best Individual.

The Scarlet Hotel at Mawgan Porth was awarded Sustainable Construction.

There was also The Alan Smith Business Award for Continuous Commitment to Sustainability in Cornwall, which went to Padstow-based book manufacturer, TJ International. ▶

## Renewable advice

Cornish landowners attended a seminar at the Royal Cornwall Showground on the opportunities presented by renewable energy.

The event was co-hosted by accountant Winter Rule, solicitor Stephens Scown, chartered surveyor Stratton & Holborrow and Cornwall Agri-food Council.

Brian Harvey from Winter Rule, who chaired the event, said: "We have seen a number of farmers and other landowners

come to us to appraise offers made to them by developers.

"So the time was right to organise an event that would not only advise on what terms the landowners maybe should and should not be signing up to, based on what we and other professionals had collectively experienced, but also to give a heads up on other related issues, such as tax planning. ▶

## Lighting the solar way

Cornwall residents are leading the way in the south west when it comes to embracing the latest renewable energy technology.

According to Cornwall-based renewable energy provider Enact, more households in Cornwall are looking to tap into the power of the sun and install solar systems on their properties than in any other area of the region.

The company says Cornish households are twice as proactive as households in Devon when it comes to looking into the benefits of solar power, and more than five times as proactive as those in Dorset and Somerset. ▶

## TV exec joins Enact board

Cornish sustainable energy provider, Enact Energy, has appointed two new directors to the board of the company.

John Egan joins as executive chairman and becomes the largest shareholder after a significant investment in the company, while Steve Mundy joins the board as finance director.

Former TV executive Egan is perhaps best known as founder and joint MD of sit-up Ltd, which was responsible for launching such channels as bid-up.tv and price-drop.tv in the UK.

Prior to that, he was responsible for launching Ondigital, a joint-venture owned by former ITV regional companies Carlton and Granada.

Steve Mundy, meanwhile, most recently managed the Southern African operations of Chubb, one of the world's leading providers of fire and security solutions.



▶ John Egan

Adrian Wright, founder and CEO of Enact said: "I am thrilled to welcome John and Steve onto the board and believe their experience and skills will be invaluable as the company moves into a phase of unprecedented growth driven by the Government's new green initiatives." ▶

## JLT to hit growth trail

JLT Wealth Management is set to hit the acquisition trail in Cornwall following the appointment of a new regional director.

Diane Pepler has moved from the firm's Bristol office to head up the Cornwall operation in Falmouth, and is looking

to expand with the acquisition of smaller local businesses firmly on the radar.

Commenting on the appointment, MD Karen McCaffrey said: "We are delighted that Diane has moved to Falmouth. Her appointment further demonstrates our commitment to expanding our offering in the region." ▶

## IFAs join forces

Ged Dixon Independent Financial Advisers has teamed with Truro-based Knight O'Byrne.

Knight O'Byrne, which has been operating in Truro since 2006, provides fee-based financial advice on pensions, retirement planning, investments and

inheritance tax planning as well as life assurance and critical illness.

"I am delighted to join forces with Knight O'Byrne," commented Ged Dixon. "The team is dynamic and forward-thinking. I believe that our combined mix of skills, experience and approach, provides us with the potential to become collectively the flagship firm of financial advisers in Cornwall." ▶

## Goldburn answers the call

Falmouth-based specialist clinical negligence solicitor, Tim Goldburn, has been elected as this year's President of the Cornwall Law Society.

Goldburn, who is a partner at law firm Preston Goldburn, takes office at a time when the legal sector faces significant challenges, with a relaxation of the restrictions on who can provide legal services due to come into effect from October.

He commented: "Whatever the shape and structure of the legal market place in the future, it is clear that high quality legal services will still be in demand in Cornwall, where there are already local high quality professionals providing specialist legal services.

"I will be doing everything I can during my year of office to promote local high quality solicitors and to ensure that legal services are available to the remote areas of our county." ▶



▶ Tim Goldburn

the Pool Innovation Centre from Tolvadon Business Park, where it had been since 2006.

According to TRAC director Sarah Trethowan, the move to the larger offices at Pool will enable the company to develop its future expansion plans.

"We wanted to stay in the Camborne/Redruth area," she explained, "but needed additional space to support our current and future expansion plans and were delighted to find great new offices at Pool Innovation Centre which meets all our criteria." ▶

## TRAC move

Cornish Regulatory Affairs specialist TRAC has moved to new offices as demand for the company's services continues to grow.

The company – which provides a range of services to pharmaceutical companies in the UK and Europe – has relocated to



▶ Ged Dixon

# Jockeying for position

As Cornwall's plans for a LEP begin to take shape, there are distinct murmurings of discontent

**Former CBI chief and business heavyweight Sir John Banham has been asked by the Council to take the interim chair of the LEP, and he has been busy preparing a prospectus, a blueprint designed to accelerate Cornwall's economic growth.**

He says Cornwall and Isles of Scilly needs to rely less on public and European handouts. "Self-help must replace the dependency of the past," he says. "The answer to this challenge will be to attract private capital to invest in profitable enterprises in Cornwall, in which the people of Cornwall and local employees will own a significant stake, to drive economic development."

It is a vision which is nothing if not ambitious, and focuses on six priorities – affordable housing; green energy; the development of Falmouth as centre for cruise ships and offshore energy technology; services to small businesses; transformation of the Post Office network, and bringing the NHS into the digital world in face of an ageing population.

He proposes the partnership should be set up as a Limited Company, and working within that six separate enterprises, each with their own board of directors, overseeing each of the six priorities. Management and employees would own up to 10% of each enterprise.

Sir John, who lives in west Cornwall, is believed to have been a major factor in Cornwall and Isles of Scilly's application to form an LEP being accepted by the Government.

But however impressive his CV might be, Sir John's involvement has not gone down well with everyone. Kevin Oliver, chairman of the Federation of Small Businesses, is unhappy how his involvement came about in the first place.

"We were working with the council quite closely for quite a long time," he

says, "then Sir John was brought in without any consultation with the business community."

And he claims that there were no meetings or correspondence with the FSB, which represents some 9,000 businesses in Cornwall, leading up to the draft prospectus being given out.

Upon receiving it, the FSB duly debated the merits of the document, and unanimously rejected it, and has since come up with its own proposals.

The Cornwall Chamber of Commerce is not overly impressed with Sir John's initial recommendations either.

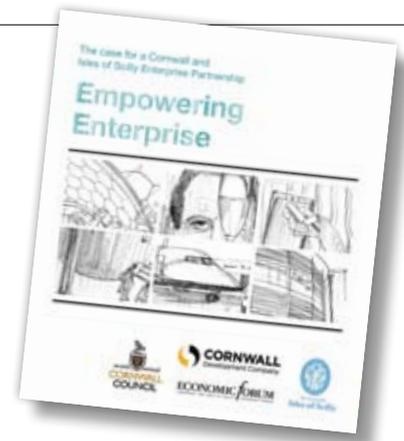
**"I'm afraid that many businesses feel that the prospectus as circulated has neither the right approach to structure nor priorities"**

Chief executive Richard Glover tells **Business Cornwall**: "The LEP has the potential to be a real driver of growth in some pretty tough times. However, if it doesn't start off with the right structure and priorities then it will be yet another expensive talking shop.

"I'm afraid that many businesses feel that the prospectus as circulated has neither the right approach to structure nor priorities.

"Sir John has made it clear that his paper is simply a starting point for discussion and we certainly hope that is the case. We look forward to continue our work with the LEP partners to shape the agenda to match that of Cornwall's business community."

However, Cornish industrialist Mike Jordan believes Sir John's involvement is exactly what the Duchy needs.



"We have to get our efforts up at a strategic level," he says, "look at Cornwall as a whole as if it were a 'balance sheet' consideration Limited Company, look through the eyes of Sir John Banham who has friends in high places that may be interested in investing in Cornwall and selectively move forward in a way that benefits Cornwall all round.

"We can't do this alone so we must get behind a high profile leader to see if he can make a step change that benefits us all. Sir John is a passionate Cornishman so I think he is our best hope.

"All other County businessmen are just not high profile enough, which in my view is something the FSB don't understand."

The prospectus is likely to go through further editing before being committed to stone, but by how much? And if fundamental changes are demanded, will Sir John hang around, as he clearly stands by his recommendations?

"If this Prospectus can be delivered," he says, "Cornwall would be among the leaders in Britain in terms of regional economic development, with attendant benefits in terms of inward investment and international commercial links."

That at the moment, though, seems to be an almighty a big 'If'. ▶

# Collaborate with Confidence

Collaboration should be high on every business' agenda in 2011, says Partner to Succeed programme director Tim Bryant

## Combine strengths

A 'new era' appears to be dawning for businesses across the UK, with the credit crunch and economic downturn being attributed as the catalyst, according to the UK's top business lobbying organisation.

The Confederation of British Industry (CBI) suggested in its report entitled 'Shape of Business – the Next 10 Years' that the response to the changes in the economy will determine how companies interact with each other moving forward.

The paper indicated that many positives will in time emerge from the downturn, with firms thinking wider than just themselves, improving accountability and corporate citizenship and creating a more flexible and globally aware workforce.

The report also claimed that new innovative funding streams and more widespread collaboration will become the main driving forces of a rejuvenated UK business scene. Is your business ready to take advantage of these emerging opportunities?

Partner to Succeed, Cornwall's Business Collaboration Networks, forms part of the Convergence Programme, and is designed to provide expertise and practical guidance in how to successfully collaborate whatever the size and scope of the partnership activity – be it local, national or international.

During the past year we have listened carefully to feedback from our clients, and have refined and enhanced our offer of Collaboration Support to provide 'three streams' of expert collaboration guidance and expertise for 2011.

### Active Collaborations

If you have an innovative idea for a collaboration project, but simply lack the

skills and time required to bring it to life, we're here to help you.

Partner to Succeed act as a 'third partner' to your collaboration project. In an 'Active Collaboration', a Collaboration Project Manager can be with you through every step of the collaboration process.

Utilising their collaboration expertise and free access to the very latest 'Basecamp' collaborative software ensures that your collaboration journey becomes far more

focused and structured.

We also invite our 'active collaborators' to apply for a Collaboration Grant (match-funded), which can provide a critical financial boost to a new collaborative venture.

### Collaborate with Confidence

If you're not sure who to collaborate with, or what to collaborate on, then the new Collaborate with Confidence series of expert-workshops should be of interest.

Each Collaborate with Confidence seminar is specifically designed to help businesses to overcome their initial concerns regarding collaborating with other businesses, and provides practical and hands-on guidance for the most popular emerging areas for working in partnership including: Collaborative Tendering, Collaborative Distribution and Collaborative Innovation.

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### Collaboration Catalyst

Do you already collaborate with others, but have a collaboration project that simply refuses to gain momentum no matter how hard you try? Or perhaps you are about to engage in a joint-venture project that could become much larger in scope with external support?

A Collaboration Catalyst could provide the solution. Providing an injection of collaborative expertise, a Collaboration Catalyst is the quickest way of releasing the potential of an embryonic or stalled collaborative project. ➔



### Business Collaboration Networks Partner to Succeed

Working with business from Cornwall and the Isles of Scilly



Tel: 01872 613000

Web: [www.partnertosucceed.co.uk](http://www.partnertosucceed.co.uk)

# Protect your brand!

Coodes' head of business services Christian Wilson explains the importance of a company guarding its intellectual property

## Avoid identity theft

A business's branding is extremely valuable to a business's identity. To brand a business, is to establish a business's name and generate its reputation.

A business's brand can also be described as a business's trade mark. Both a brand and a trade mark represent an element of a business that distinguishes it from their competitors and differentiates their goods or services from those made or provided by others.

Often a business's brand or trade mark is their logo or symbol but need not be. It could instead be a variety of aspects that set the business apart. For example, the business's product design, its type of packaging, the shape of their goods, any slogans, or even smells or sounds.

The law recognises that these distinctive elements as trademarks should be capable of protection by the owner. If the business has worked hard to develop its reputation through its brand or trade mark, they should be able to prohibit others from imitating it and thus diluting their identity.

### What are the benefits?

An owner of a registered trade mark is entitled to the exclusive right to the use of the mark and can prohibit anyone else using it or a similar mark without their permission.

Trademarks are popular because of their level of protection and their clarity regarding enforceability. If a business does not register its trade mark, it may instead have a claim through the courts for the action against "Passing Off".

Passing Off is a much more difficult right to establish. This means that it can be more expensive and time consuming

to enforce. To succeed in such a claim, the claimant must show that its brand has generated goodwill, that there has been misrepresentation, and that the business has suffered a financial loss. These tests for enforceability are not favourable to new businesses that are yet to generate any goodwill. A lack of any goodwill will restrict any such claim at the outset.

*"An owner of a registered trade mark is entitled to the exclusive right to the use of the mark and can prohibit anyone else using it or a similar mark without their permission"*

Alternatively a trade mark is enforceable through the Intellectual Property Office via an action for infringement. The action relates to a much more distinguishable right. It enables the owner to sue anyone using an identical or similar mark in relation to the same or similar goods or services if there is a likelihood of confusion.

### Coodes

Coodes offers to apply for the registration of a trade mark. Our legal fees for a standard UK application starts at £350 plus VAT and plus disbursements. This fee relates to those applications that are unopposed by any existing trade mark owners. You should also note that the disbursement fee payable to the Intellectual Property Office starts at £200.

We would be more than happy to discuss the application process and our fees with you in more detail. Should you wish for further information please do not hesitate to contact either Christian Wilson or Alex Tomlinson here at Coodes. ▶



Email: [info@coodes.co.uk](mailto:info@coodes.co.uk)  
Email: [alex.tomlinson@coodes.co.uk](mailto:alex.tomlinson@coodes.co.uk)  
Tel: 01872 246200  
[www.coodes.co.uk](http://www.coodes.co.uk)

# An exciting future

As Business Link's Convergence business support programme draws to a close, Peninsular Enterprise CEO Adam Chambers reflects back on its success and looks forward to emerging opportunities

## The road ahead

**When we all come to look back at the 'interesting' year that was been 2010, we'll probably regard it as the moment when a radical shift in the way business support is provided – across the UK, but perhaps most particularly across Cornwall and the Isles of Scilly – started to emerge.**

For this was not just the year when the coalition Government began its programme of spending cuts to help UK plc balance its books – it was also when a new, more locally-focused, business support landscape was outlined. And it was when the forthcoming closure was confirmed of our current approach to enhanced business support under the Convergence programme, which aims to help the county's most innovative and ambitious businesses reach their full potential.

But, both for us at Peninsula Enterprise and for businesses right across the county, this should not be a moment for disappointment or frustration. Rather, it represents a fantastic opportunity for existing and new relationships and partnerships between public and private sector organisations throughout Cornwall.

That said, we mustn't forget that the enhanced Convergence business support programme, delivered by Peninsula Enterprise over the last couple of years, has been highly successful.

First, the big picture: our unique model of tailored advice, Development Vouchers and brokerage has made a substantial difference to the region's economy. Over the period, our service helped to grow businesses, increased high-level employment and wages, and helped reduce the environmental impact of the Cornish business community.

The headline achievement is certainly the forecast increase in GVA (that's Gross

Value Added) that the service has contributed to. This stands at an enormously impressive £80 million, driven entirely by the county's business growth during a period of financial crisis and recession.

The enhanced service contributed to this growth by targeting its support on those fast-growing businesses that do a disproportionate amount to benefit the region's economy – those that have the biggest positive impact on investment, employment growth and wealth.

*“We remain passionate about the fantastic county that is Cornwall – a truly unique county with an utterly unique business landscape”*

Out of the close to 28,000 Cornish businesses we worked with altogether, around 1,500 were identified as meeting the Convergence criteria. Of these, we were involved with over 1,000 growth projects, and we made close to 2,000 referrals to our public and private sector partners on behalf of more than 820 of them. We also believe that our work has also been directly responsible for the creation of 1,500 jobs for highly skilled people.

Now, though, our focus is on the future. Above all, we remain passionate about the fantastic county that is Cornwall – a truly unique county with an utterly unique business landscape. I have to say that helping Cornish businesses is in the DNA of Peninsula Enterprise, and we are determined to expand and strengthen our presence across the county.

So we are looking forward to the emerging opportunities for us to support businesses in Cornwall. It is great to see widespread enthusiasm for the forthcoming Local Enterprise Partnership, and I believe that we have lots to offer that will help it in delivering its objectives.

Special funding will be there to help them – it must be used in the most effective way, enabling Cornish businesses to maximise this fantastic advantage that's available to them. And we are very confident that Peninsula Enterprise has the resources, the expertise and sheer will to help everybody make the most of it. 



Web: [www.businesslink.gov.uk/southwest](http://www.businesslink.gov.uk/southwest)  
Email: [enquiries@blpeninsula.co.uk](mailto:enquiries@blpeninsula.co.uk)  
Tel: 0845 600 9966

# The **wow** factor

**Business Cornwall** profiles holiday home letting agency Cornish Gems and discovers how a decision to focus on the luxury end of the market is paying dividends

**The reputation of Cornwall's tourist industry has come a long way in recent years. Where once the Duchy was synonymous with bucket and spade holidays, it is now attracting an increasingly cooler and sophisticated clientele.**

Voted for the past two years as Britain's favourite holiday destination, Cornwall has again become fashionable. Quality over quantity, which is very much the story of Truro-based holiday lettings agency Cornish Gems.

Cornish Gems was founded four years ago by long-time friends, estate agent Julianne Shelton and restaurant manager Nadia Durrant, after spotting a gap in the higher-end of the holiday market.

While there was no shortage of holiday cottage letting companies out there, there were not so many purely devoted to the top end of the market.

Shelton says: "We thought, if we're going to do it, let's do something which is very high end. All our properties are very high quality, meet four or five star standards and we are extremely proud of them all."

From the outset, Gems has prided itself in not letting standards slip, offering a fully managed housekeeping solution, where properties are constantly checked and maintained in tip-top condition. Up until the end of 2010 this fully managed service was offered via a number of reputable subcontractors.

"Owners value the fact that we offer a fully managed service," says Shelton. "We understand that most of our owners live busy lives with many demands. It can be quite daunting knowing where to start, particularly if it is their first venture into holiday letting. We simply take the hassle away from them, effectively manage their property so they can reap the benefits of the investment it can return without having to get involved."

It is evident that Cornish Gems prides itself on offering owners peace of mind with its full property management service. Its experienced team manage absolutely everything from marketing and maintenance through to cleaning/laundry servicing and the provision of luxury welcome hampers. Its objective



Photos by Toby Weller



Nadia Durrant and Julianne Shelton

is to create the very best first impression for each arrival of guests, because first impressions really do count.

“Ultimately,” says Durrant, “we want owners to sign up and stay. Not many leave, but it is very competitive out there and agencies are offering new deals all of the time and like us are adapting to changing market forces.

“One thing is for certain, we offer a very comprehensive service for only 20% commission. When we see other agencies undercutting us, owners have

to ask ‘what are they offering? Can they claim to provide what Cornish Gems provide?’ I think we provide an excellent service for a very good price.”

In hindsight, starting a luxury holiday business just as the global recession was about to hit could have presented its problems, but Gems has been able to maintain steady growth and now employs a team of seven soon to become nine.

“Last year was quite challenging for us,” admits Shelton. “The year started off well, with early reservations very

strong, but then it tailed off considerably from March to about mid-May, and we were beginning to wonder what was going to happen. Thankfully bookings really picked up again after the General Election and we ended 2010 hitting our targets by selling £1.5 million worth of holidays, bringing over 10,000 visitors into the Duchy.”

She adds: “On evaluating our business last year we uncovered some interesting trends. Our finest, most expensive properties were very popular as were our smaller, keenly priced properties. Mid-range properties, which still offered premium quality but perhaps no sea view or wi-fi, were slower to sell.

“This highlighted that there is a percentage of our customers who aren’t affected by the recession and are booking our top properties anyway. We also found a large number of guests had significantly cut back their holiday expenditure, staying in the UK and having one holiday, but ensuring that the property was of the highest standard possible offering desirables such as sea views, parking, wi-fi, more than one TV, good bedroom to bathroom ratio etc.”

Shelton continues: “At the opposite end of the spectrum we had guests that were also cutting back on their expenditure but still wanting two to four breaks



in the year, so opted for our keenly priced properties without the costs of features that they wouldn't need. They also felt safe in the knowledge that although they were selecting our more inexpensive properties, they would still be of a high standard to be in our collection in the first instance."

"Repeat business is key for us" says Durrant "that's improving year on year, which is very encouraging and testament to how well we run our business."

But even in the height of the recession, Gems was never tempted to compromise on only offering four and five star accommodation. Indeed, rather than move more towards the economy market, the company instead put a capital 'L' into Luxury by introducing Cornish Cribs in April of last year.

The Cornish Cribs collection features simply the most opulent and high end properties to rent in Cornwall complemented with a dedicated holiday concierge service. The 'Cribs' tend to be larger properties, typically featuring indoor swimming pools, hot tubs, home cinemas, saunas and a host of high tech gadgetry.

"As long as it's legal," jokes Shelton, "we can organise anything. Cornwall has so much to offer visitors! There is an ever increasing array of land and water based activities offered by some inspiring businesses throughout the region. We don't just sell holidays, we sell experiences, creating tailored holidays for guests via our dedicated holiday concierge service."

Durrant adds: "Last year holistic therapies were popular with Cornish Cribs guests wanting to relax and unwind in the opulence of their chosen Crib. Surfing was a big hit along with private dining. This year we are showcasing some exciting new packages tailored for the bride or groom to be, well-being and nutrition right through to fishing, golf and shooting breaks."

There are currently five Cribs on the company's books, with another two due to come online shortly.

Because the Cribs are expensive, they don't tend to rent out 30 weeks in a year

so the team is continuously looking at how we can strengthen occupancy outside the school holiday times.

"For example we're exploring the corporate market," explains Durrant. "Because we've built up relationships with other reputable businesses providing these great activities, we can organise tailored corporate breaks to Cornwall, delivering team building or hospitality weekends that give employees or clients a real treat and taste of luxury in Cornwall."

The biggest treat is of course each Crib which takes luxury to an extraordinary new level. The Daily Telegraph reviewed Cornish Cribs as Beverly Hills meets Cornish clotted cream whilst the Financial Times reported a stay in a Cornish Crib to be an amazing Cornish holiday of a sort that's not been possible before.

**"Repeat business is key for us and that's improving year on year, which is very encouraging and testament to how well we run our business"**

Whether it be Gems or Cribs properties, a key ingredient to the company's success has been the fact that Shelton and Durrant openly admit that when it comes to the business, they are both control freaks!

"That control is so important," says Durrant. "We need it to keep the owners happy and onboard, and we need it to keep the guests happy and coming back. We now have a proven track record of achieving excellent occupancy rates and incomes, if we are also controlling the quality and the cost of the housekeeping we should not be giving our owners a reason to leave."

This desire is a major reason for the launch of a new division at the start of 2011. Cornish Gems' new in-house housekeeping division is now available to owners ensuring Cornish Gems really is a true one stop solution for holiday



letting management in Cornwall. Following its recent relocation to much larger premises in Threemilestone near Truro, the company can undertake all servicing of the properties via its team of fully-trained housekeepers and managers.

But while Cornish Gems continues to expand, with an increasing number of international visitors particularly benefiting from the exchange rate, the company has no ambition to become mass market.

Shelton concludes by saying: "We're trying to provide a service that's different. We have no desire to be a mass market business, where we risk diluting our service and lose touch with our customers. We are a niche business, but with a collection of properties that is second to none. We have had an outstanding start to 2011 and look set to achieve close to 20% of 2011's overall sales target of £2.5m before the end of January." ●



**Contact**  
www.cornishgems.com  
www.cornishcribs.com  
Tel: 0844 8002813

# Face to Face

Business Cornwall talks to the chief executive of the Cornwall Development Company, Suzanne Bond

## Suzanne Bond – Cornwall Development Company

We have had to wait a long time for the Cornwall Development Company (CDC) to appoint a chief executive. It had originally expected to have made an appointment in the autumn of 2009, but that fell through.

It got even closer last summer, when it unveiled Homes and Communities director Colin Molton as its man, before he had a last-minute change of heart.

But all good things come to those who wait, and CDC finally became third-time lucky when Suzanne Bond took up the reins last November.

And Bond certainly looks to have all the required skills and experience to help drive Duchy's economy forward. A self-proclaimed economic development expert, she first started battling for Cornwall in 1990 as director of Cornwall's Brussels office.

She returned to the UK in 1994 as deputy chief executive of the newly-formed West Country Development Corporation, before becoming executive director of the fledgling South West RDA in 1999, a position she held right up until her appointment at CDC.

**Business Cornwall:** Cornwall must have changed a lot since those early days in Brussels?

**Suzanne Bond:** When I first took the job in Brussels we were working on the end of one European programme and the beginning of a new one, so we had to do the economic strategy for Cornwall. But what we were talking about then compared to now is chalk and cheese, superfast broadband, energy from the sea, the universities – it's a complete transformation.

**BC:** How long were you in Brussels for?

**SB:** Seven years, of which four were spent running the Brussels office. After that I did some work on a project with, what was, Coopers and Lybrand, looking at examples of best practice in economic development across Europe. It was in the days before people really knew and understood about public/private sector partnerships.

So I spent a month in different regions, Italy, Spain, and Holland, looking at that. They came up with the model that what you need is a public/private sector partnership with a shared vision, a set of common objectives, that harness the abilities and capacities of your locality, and that you stick to that vision with great tenacity, and then you get there.

And Limberg a region of Holland, where Maastricht is, became a template for how

public and private sectors should work together. And, after that, everywhere in the UK was forming private and public sector partnerships.

There was one being established for Cornwall and Devon, called the Westcountry Development Corporation (WDC). I came back to the UK as deputy chief executive there. It involved all the local authorities, the TEC, the TUC and the private sector.

**BC:** This was still pre-RDA days?

**SB:** Yes, this was in 1994, the RDAs didn't come about until 1999.

In my last year at WDC, while serving as acting chief exec, I became involved in a campaign with the Western Morning News for a new deal for Cornwall and Devon, where we effectively came up with some evidence to suggest that Cornwall and Devon were the poorest treated parts of the country.

We came up with a suite of projects that we wanted, including the dualling of Goss Moor, an industrial site in the east of Cornwall called Broadmoor Farm, and more funding. This gave us a lot of profile – including a Minister with special responsibilities for Devon and Cornwall.

The General Election was May 97, the following month Richard Caborn, who was

the new Minister for the Regions, came down to Exeter, and said to us "Cornwall hates Devon, Devon hates Cornwall, you both hate Bristol, and all of you hate London, but I don't care, it's going to be the South West region as a economic development entity". And then I was invited a couple of weeks later to work on what an RDA should look like, based on the work we had done at the WDC.

**BC:** Was Richard Caborn right to put the South West all together like that?

**SB:** From my point of view it is more about what you do, rather than geography. It is a big region, possibly too big, but the way it was managed in the RDA is that it was effectively 'sub-divided', at operational level, with area directors.

On a smaller geographic level, we now have a Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) approved. It's absolutely right that you can work at that level, but you still have to be outward looking. A lot of the things we need to work on require us working upstream with Devon and beyond.

Take the low carbon agenda as an example. If we think what skills are needed for the Wave Hub project and offshore renewable energy, for those technical skills we need to be looking up to North Devon where the Atlantic Array offshore wind farm will





“Sometimes the greatest power you can have is the power to influence Government”

## “Whenever there is a period of change, it is inevitable there is going to be a jockeying for position”

be built, up to Somerset where you have the new style of nuclear reactor being proposed; – similar skills, all across the region. Then there’s the composites and aerospace sector around Bristol. It would be the worst thing possible not to get as much support as we can from outside.

**BC:** Critics claim a Cornwall and Isles of Scilly LEP could be too inward looking.

**SB:** I think the days when Cornwall didn’t want to do things with anyone else and that it was all about Cornwall have changed. The culture has shifted. People understand that you can enhance the whole Cornwall and Isles of Scilly product, and still keep its distinctiveness and grow its economy, and that you can do that working with other partners.

**BC:** What are your feelings about the demise of the RDA? It had its critics, but it certainly wasn’t all bad.

**SB:** Any organisation will have good and bad. And I’ve been unequivocal with my staff here that the RDA model was a fascinating and useful one. I was a founding person of the RDAs, and the first employee of the South West RDA, and I know what things were like back in 1999.

We couldn’t articulate economic development in the same way as we can now. The first RES (regional economic strategy), which I was very responsible for so I’m

sort of criticising myself, was more like an academic analysis in what you could do in economic development, because we hadn’t tried and tested it.

So what the RDA effectively did was have a bonfire of the quangos, collapsing, perhaps, seven organisations into one, enhancing its understanding and learning. It took a while, but slowly over time as the learning improved, it came together.

**BC:** There’s a lot of expertise at the RDA, is there a danger that expertise will now be lost?

**SB:** No – not if we work together to capture this expertise. The CDC has the hallmark of an organisation that has learned from the best and part of my role right now is to ensure that we learn everything we can from the RDA before it is wound up. I’ve been executive director at the RDA since day one and I’ve worked across all parts of the agency so I can bring all of that experience to the job. I know some people are also looking at the physical assets of the RDA and what we can do with those.

**BC:** Who owns them, the Government I guess?

**SB:** Ultimately the RDA is a Government body.

**BC:** There has been talk of a fire sale of assets to raise much needed public money.

**SB:** The RDA, under the Business department’s (BIS) auspices, is in discussions with the Council how we should take this forward. My personal view is that it’s not important who owns them, but rather that the benefit of owning them is felt in Cornwall and not elsewhere.

But there’s a lot of intellectual property in the RDA, such as learning about marine renewables that led to the Wave Hub, and that’s where I’m concentrating my efforts on asset transfer at the moment. I’ve already, with the RDA’s agreement, had their sustainable resources team here for a whole day, with people from the Council and the CDC, making sure we know everything there is to know so we can build on that work. And similarly there will be other areas like innovation, research and development etc.

There are philosophical and ideological reasons why the RDA is going, but we need to keep the professionalism and learning and understanding, to keep growing the Cornish economy.

**BC:** Where will the old RDA powers and responsibilities be passed down to?

**SB:** Some will just disappear, which is why we have to create the future we want it to be. Some will go nationally, for example the innovation agenda will go back to the Technology Strategy Board (TSB), and some physical assets work may go to the Home and Communities Agency (HCA), but a lot will just go. There have been worries about a brain drain, and it would have been a real risk if we hadn’t been doing what we can to maintain that level of expertise.

**BC:** Talking about the LEP generally, what will its role be going forward?

**SB:** The Government has been very clear in its description of what they should be,



but the most important element is that the locality should design it itself. Of course it's still early days in the formation of the LEP but the thinking is that it will lead on engagement with business, the low carbon economy, and will represent the business community.

**BC:** Detractors fear it could end up being an expensive talking shop and not have any real powers.

**SB:** The intention is that it's a powerful, influential body. But it depends on what you mean by power. Sometimes the greatest power you can have is the power to influence Government, to make things happen in Cornwall and Isles of Scilly; sometimes it's the power to control budgets.

I think the most important thing we need here is someone to represent the needs of business at the highest level, nationally and internationally, who has all the connections with governments, investment banks and the people who can effect change.

**BC:** What appealed to you most about the post at CDC?

**SB:** First of all, if this were an industry, I would probably be an industry expert in economic development companies by now! In a Brussels context, and national and sub-regional context, I have been doing this now for over 20 years.

I am also a Board member of the national tourism body VisitEngland, and have been for eight years, and so the whole tourism agenda is close to my heart. But fundamentally, this is Cornwall's time, and that's what attracted me.

At a time when the country has been hit by budget cuts, Cornwall still has Convergence running to 2015, with projects such as the fastest rural broadband, Wave Hub, innovation centres, the continued development of the Combined Universities of Cornwall (CUC), and a real willingness to do things.

And this company is full of specialist people, totally committed to Cornwall. It's a repository of everything that's expert in economic development working on these projects, that's what attracted me to it.

**BC:** So you do not feel hamstrung by public cutbacks?

**SB:** It's a challenge. We've all got to do it. I think I'm a flexible, proactive type of person, and I'm immediately looking at other ways of doing things we need to do. Sometimes, to unlock the delivery of a project, it's about making the right linkages between other

projects and individuals. It's not just about having purse strings to get it done.

In some ways, having too much money available can take the focus away. With VisitEngland I work with some of the biggest players in the world, and they say that they would run the UK's publicly-funded tourism assets at a tenth of the cost, because they don't have the cushion of public sector funding.

Funding pots can sometimes make things less efficient, but can also limit creativity. Sometimes when you have to think differently, you can get more done.

**BC:** Do you see yourself as a private sector person, or public sector, or are these just tags?

**SB:** I don't think I do view myself as one or the other, but I suppose the truth is I have worked in the public sector, but my roles have been about engagement with the front line of business. And my character, being who I am, I am willing and able to look at things in a different way. I don't think I could work in the pure civil service. I just don't think I could do it.

**BC:** One of the first things you said when taking the job was that early engagement with the private sector was a priority. How has that gone?

**SB:** So far, in these first few weeks, I've targeted those businesses of a certain size or sector that don't fall into the natural public sector eligibility for engagement. And I've worked with a lot of the intermediaries. There are obviously a lot of things going on in the private sector at the moment with the advent of the LEP.

What I need to do, in concert with the LEP and other publicly funded bodies out there, is agree a proper system for engaging with business. Because there's been so much public funding and business support in Cornwall and the Isles of Scilly, what



has been lost is a little bit of the objective and coordination of it.

**BC:** It has taken a long time for CDC to fill your position, much longer than was anticipated. Have you had to play catch-up in a sense?

**SB:** We had an outstanding interim chief executive here. The company is about delivery, and he's been very focused on delivery and he's still working here on an interim basis. So, it's been working.

**BC:** So you didn't find a rudderless ship when you arrived.

**SB:** Absolutely not. We've just been successful in our Investors in People, and there's been a lot of anonymous feedback from staff, very pleased with how it went on before but delighted now to have a permanent chief executive. And I have talked to all the staff and have got to know their skill sets and how we can build on them. I have lots of ideas how to spread best practice across the company.

The main thing, perhaps, has been the perception externally not to have had a permanent chief executive. People who do not deal with us regularly may not have seen us as a serious organisation. But now I'm very confident we can change that.



**BC:** What do you see as your initial priorities?

**SB:** Some of the projects I inherited still need to be delivered, like the incredibly important work around Newquay Airport. And with the business engagement I've had, every single person I've spoken to has said the airport is critical.

**BC:** You don't think its importance is overplayed?

**SB:** No, I don't think so. I know a lot of small businesses who also work in London or the south east, so having that access is critical for the work of their business. And from a personal perspective, if I have a board meeting in London, being able to go there and back in a day is important.

And the work CDC does on the airport is to ensure it is a sound proposition for those businesses and industry growing up around it. And while I can't say too much at the moment, there is some really serious, exciting prospects of serious investment from some heavy hitters that will enable the airport to flourish. This could bring hundreds of jobs in and ensure the airport as an entity will continue to flourish.

**BC:** Do you think the Council is the right body to own it? There have been suggestions from some councillors themselves that it should be sold to help the public coffers?

**SB:** Across the country there are airports that are owned by councils that work really well and those that don't work really well. It has to be a decision for the Council what they do with the airport. But whoever owns it, making it a serious, viable economic entity is the critical thing, and we will work with whoever owns it to help make sure that happens.

But putting the airport aside for the moment, the RDA holds the ring in terms

of strategic understanding of those ERDF Convergence funded projects and how they work together. A priority for me is to ensure, in terms of project delivery, it all links together. That the Wave Hub and the renewable energy park planned for Hayle, link in with Pool Innovation Centre which in turn links in with Tremough Innovation Centre, and the Environmental and Sustainability Institute and the whole of the CUC.

All of this is going to create business and put us on the world stage and help us leap frog other regions. This is one of the reasons I say 'it is Cornwall's time'. Not only has it defined itself as to what it's going to be, but it's also privileged to have some funding during a period when other areas do not. That's why with the LEP, if it can bring the business community together to work with people like our organisation, we all drive that focus and we can achieve that.

**BC:** But there are squabbles over the LEP aren't there?

**SB:** Whenever there is a period of change, of flux, it is inevitable there is going to be a jockeying for position. It is not unique to Cornwall. And I think what many people are saying is that it is time for businesses to come together, to be focused. It is one Cornwall business community as well. The cost of not getting this right is huge.

**BC:** How important is private sector inward investment in all of this?

**SB:** In terms of the world we're going into, it has to be a mixture of inward investment and indigenous growth, because some of the technologies don't exist in Cornwall and are only nascent in other parts of the country or in Europe.

So we need to have a balance, we need to make sure the skills we have in local

communities can grow new businesses and help existing businesses grow. Skills can often be overlooked. We know the low carbon and environmental technology sector has the potential to grow by a factor of millions over the next 20 years, and we need to grow the skills of our people so they can lead the way in that.

It's not really a role for the CDC per se, but many businesses I've spoken to want us to get more into young person's skills, to encourage a sense of real entrepreneurship, so people become more self directed and are able to adapt to change.

It's not just about what you learn at school, but how you apply what you learn, so there might be a role for us in concert with some of the colleges and universities in that agenda.

**BC:** And with all the public sector redundancies, 'entrepreneurship' is even more important.

**SB:** That's part of the culture of Cornwall. When you talk about entrepreneurship, there's a slight difference between people who want to start up a business to make a living, to those who want to transform their company and make it a leader in its field, and I think in this county we need both types.

**BC:** There's sometimes a criticism that businesses are not aspirational enough in Cornwall and that people are just here for the lifestyle in a beautiful part of the world.

**SB:** This doesn't just happen in Cornwall; it can happen in other parts of the south west and beyond, too. But beauty never hurt business! That used to be a strapline for the south of France for their inward investment.

It's about showing the way, growing the business and still having quality of life. A lot of people here are quite edgy and quirky and have a pizzazz. What you need is to get the people with savvy to turn around to those people with pizzazz, and say we're going to turn your product into something that is really out there, that you can market and you can still preserve your quality of life.

That has to be the new model of the economy. Cornwall is never going to become a 'City of London' in terms of work, work, work and never doing anything else, but we can encourage people to do what they do, at a time it suits them. And that's what superfast broadband will be able to do, people working in a different pattern with lots of new business models. 



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# Connected Cornwall

Everyone loves to win an award, and it was no exception in Wadebridge and Newquay respectively for the Cornwall Sustainability Awards and the Hub Awards. Pictures also from a Hub of a different kind – the Wave Hub open day

## Photos this month from Wave Hub open day in Hayle, plus all the action from the Cornwall Sustainability Awards and the Hub Awards.

Wave Hub hosted a successful open day at its office in Hayle recently, to give local people a chance to find out more about the groundbreaking marine energy project for themselves.

The open day included a sneak preview of a series of paintings by renowned local artist Kurt Jackson,

who has been following the Wave Hub project for almost four years and for the last 12 months has documented key stages in its construction and installation.

Guy Lavender, Wave Hub's general manager, said: "The open day was an opportunity for the local community to come along and find out more about Wave Hub and its role as a test site for marine energy, and of course to see some of Kurt's fantastic paintings. It was great to see so much enthusiasm for our aim to create a marine energy industry right here in Cornwall."

Also this month we have pictures from two recent awards ceremonies – the Cornwall Sustainability Awards, which was held at the Royal Cornwall Showground (see p13 for list of winners), and the Hub Awards, held at the Atlantic Hotel in Newquay.

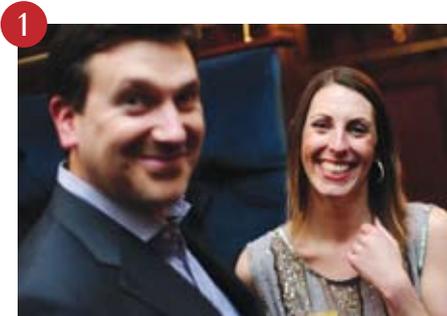
Hub winners included Laura Bower (Treasure Trails), Thomas Hazzeldine (*Baker Tom*), 3 White Hats, Leap Media, and Sideways Cornwall, which was named Hub Contributor of the Year. ▶

## Wave Hub Open Day



**All captions L-R** 1 Dot Stevens (Mayor of St Just), John Bennett (Mayor of Hayle) and Dave Stevens (Mayor of St Just) 2 Adam Barber (St Ives Boat Services), Laura Christon (Harveys Foundry Trust), Tamsin Daniel (Cornwall Council) and Mark Pugh (Trus) 4 Andy Cummins (SAS), Kurt Jackson and Chris Hines (A Grain of Sand) and Guy Lavender (Wave Hub General Manager) 5 Mike Renoylds (A&P Falmouth), Lars Johanning (Peninsula Research Institute for Marine Renewable Energy) and Tim German (Cornwall Council) 6 Richard Freeborn (Ocean Fabrication), Judith Duckworth and Colin Cornish (Marine Energy Matters)

## Hub Awards



1 Tim Bryant (YTKO) and Caroline Williams (MPAD) 2 Stafford Sumner (Jarrang), Dan Hinchcliffe and Mike Reed (NetInsight)  
 3 Andrew Weaver (Live Events SW) and Chris Rowe (Worldwide Financial Planning) 4 Guests at the Hub Awards 5 Chris Hines MBE  
 (environmental campaigner) 6 Hub Winners 2010 | Photos: LESW Event Photography

## Cornwall Sustainability Awards



1 Paul Holmes (Eden Project) and Nick Buckland (SWRDA) 2 Graham Hawken and Margaret Larson (Sustainable Furniture (UK) Ltd)  
 3 Dick Strawbridge and Mark Picken (MPAD) and guest speaker and TV presenter, Charlie Luxton 4 Gitty Ankers MBE (Environment Agency),  
 Lady Mary Holborrow and Caron Thompson (Eden Project) 5 The winners, finalists, judges and sponsors

# The last word

## Matthew Clarke – KernowPods.com

Name: Matthew Clarke  
Company: KernowPods.com  
Job title: Owner/director

What did you want to be when you were young? **I seem to remember telling people at a young age that I wanted to be prime minister (!!!?). However, that outlandish plan turned into wanting to be someone who hounded politicians: a journalist.**

What was your first full time job? **A sound engineer at a small family-run studio in South London.**

What is your best quality? **This sounds a little cheesy, but I believe in the future. It is almost straight out of a Michael Jackson song!!!**

What is your worst quality? **My visual memory is quite limited – I need to see people a few times before brain makes the right recognition connections – I have embarrassed myself a few times because of this.**

What is your favourite book? **Beatles Complete: Guitar edition.** ▶

What is your favourite restaurant? **Trevaskis Farm in Connor Downs. The puddings are amazing! I make sure I have just a starter and desert to allow plenty of room for treacle tart and pavlova!**

If you could build a house anywhere in the world where would it be? **Penwith, overlooking the sea somewhere in the Zennor area. For my money – this is the most beautiful part of the world.** ▶

If you could be a superhero, what superpowers would you like to possess? **I would love to be able to exert a mind-controlling beam out of my eye sockets. It would have to also produce a very sixties sounding hum.**

What do you begrudge spending money on? **Car parking!**

Who was your teenage pin up? **This gives so much away... okay in the spirit of doing this honestly, here goes... Rick Astley. I have just lost so much credibility!** ▶

Can money buy happiness? **Money can certainly help in achieving your dreams. However, true happiness comes from within.**

Most annoying TV personality? **I honestly cannot think of any that really annoy me. I never let it get to that stage. A slight disinterest in what they are saying makes me flick over channel fairly quickly.**

What has been the best moment in your career? **Over the last four months I have learned far more than I ever learned before and met many inspiring people. I would not have got to this point if it had not been for a conversation I had with Toby Parkins of UKNetWeb.**

What has been the worst moment in your career? **It was so bad that I honestly do not want to even talk about it!**

What's the best thing about Cornwall? **Too many things to pick from here – but as a speaker of Kernewek, I am passionate about the Celtic culture.**

What makes you angry? **Few things – but they are usually related to occasions when I have worked my back off to get something done – and then I have overlooked something.**

If you could invite any two people for dinner, who would they be and why would you invite them? **Paul McCartney – he is a song writing and music genius – and Billy Connolly – he makes me laugh and I reckon I could also have a good session with him playing banjo.** ▶

What could you not live without? **Friends and family.**

What's your favourite holiday destination? **County Kerry, Ireland. I particularly love the Dingle peninsula.** ▶

When is honesty not always the best policy? **When admitting who your teenage pinup was!!!!**

Describe yourself in three adjectives. **Friendly, thoughtful, creative.**





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