

Business Cornwall

Issue 54

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October 2011



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Business Cornwall

Tel: 01209 718688

www.businesscornwall.co.uk

Editorial Director

Nick Eyrie

Email: nick@businesscornwall.co.uk

Sales Director

Toni Eyrie

Email: toni@businesscornwall.co.uk

Sales Executive

Nicci Dunning

Email: nicci@businesscornwall.co.uk

Business Development Manager

Rhys Bonney

Email: rhys@businesscornwall.co.uk

Designer

Andy Peat

Email: andy@andypeatdesign.co.uk

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Letters

Email your letters to 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!

Winning hearts and minds

Dear editor

The biggest issues facing medium and large scale renewable energy projects in Cornwall will not just be investment or government policy but galvanising local support.

Although touched on by Katie Ashworth, highlighting popular backing for renewables in Germany, the Big Debate panel in **Business Cornwall's** Aug/Sept '11 edition failed to grasp the thorny issue of winning hearts and minds – the tricky last mile in creating a sustainable energy industry.

Fears of waking up to wind turbines or hectares of PV maybe real in some cases but is often the result of disinformation, rumour or a lack of hard facts – however where individuals are directly affected the onus must be on developers and planners to work with communities to mitigate impact.

Current Government planning guidance sends out a confusing message; on the one hand proposing a simplified pro-development system to stimulate growth and on the other advocating people-power through the much debated Localism Bill. Yet, via elected parish, town and Cornwall councillors, it may be the man in the street who decides our energy future.

With Cornwall's rich visual landscape it is not surprising that conservation is high on the agenda supported by an active section of the population who suspiciously eye development and who for many were attracted here by the unspoilt views.



So what's the answer? Surely the case for renewable energy has all the arguments; job creation, economic regeneration, leveraging our industrial heritage (let us not forget that Cornwall was once a global leader in industrial technology), self sufficiency, freedom from foreign fuel imports...and all this without mentioning the 'C-word' Climate Change.

At the end of the day it will come down to communication early on in the process, guarantees of land protection and where possible benefits for local communities. But it is also important to talk about renewable energy in terms of employment, investment and security of supply. In these very uncertain times it is vital we think and act together to guarantee our collective future.

Rupert Warwick, MD, Skyfield Communication

Welcome aboard!

A warm welcome to the latest member of our team here at Business Cornwall magazine – sales executive Nicci Dunning.

Nicci joins us from Cornwall & Devon Media, where she worked across its titles on the property pages.

She graduated from Falmouth University College in 2006, gaining a BA (Hons) in illustration.

Nicci is set to become a regular face on Cornwall's vibrant networking scene and looks forward to meeting as many of you as possible. ▶

Events

October 6-7

Analytics Advanced
Kingsley Village

Tel: 01736 333 700

October 7

The Better Business Club
Pool Innovation Centre

Tel: 01209 216006

October 11

Carbon Matters conference
The Eden Project

www.carbonmatters.eventbrite.com

October 12

The Mobile Conference
The Eden Project

www.themobileconference.com

October 12

North Cornwall Networking Breakfast
The Trethorne Hotel and Golf Club,
Launceston

Tel: 01209 216006

October 13

Understanding Incoterms 2010
Pavilion Centre, Wadebridge

Tel: 0845 606 0969

October 18

Cornwall Chamber Breakfast
Bedruthan Steps Hotel

Tel: 01209 216006

October 20

Penwith Business Breakfast
Penwith College, Penzance

Tel: 01872 242711

October 20

Email Marketing workshop
The Bay Hotel, Newquay

Email: pr@mail-away.co.uk

October 26

Controlling Legionella
China Fleet Country Club

Tel: 01726 891981

November 2

Manufacturing – The Future
Pool Innovation Centre

Tel: 01275 872353

Playing the long game

The Cornish business scene has always been a long-term game.

First there was Objective One that looked to lift Cornwall away from its traditional low GDP, and then Convergence – both programmes looking at providing the building blocks for a brighter, more sustainable future.

And there are more instances of long-term thinking in this month's issue. Newquay Airport, for instance, is looking to establish a vibrant aerospace industry within its perimeter, a goal that has been made all the more obtainable with the news that it is to become one of the Government's new Enterprise Zones.

Newquay Aerohub, as it will be called, will be looking to entice global aerospace companies into Cornwall, armed with promises of tax breaks and a simplified planning regime. We find

out more on page 16 from LEP board member Lord Teverson.

Superfast broadband is also a long-term game, not just in waiting for it to be connected to our homes and businesses, but to feel the benefits once we do have it.

I think everyone is agreed that faster is better, but just exactly what will we do with it once we have it?

This month we gather a small cross-section of Cornish businesses around the table at the Pool Innovation Centre (which already has a superfast connection) and ask about their hopes and expectations, and discover how cloud computing could play its part.

And staying on the long-term game theme, a final reminder about the free-to-attend Carbon Matters conference at Eden on October 11. I don't know whether there are any tickets left, but



it's worth checking out to see. Contact details of this and other events in Cornwall this month can be found on the adjacent page.

Finally, don't forget to check out businesscornwall.co.uk for all the very latest Cornish business news updates and exclusive podcast interviews with some of the Duchy's leading players. ▶

Nick Eyrie

Digestgeneral

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Step closer for Carlyon Bay

Construction work on the controversial Carlyon Bay development could finally get underway next year, following the Secretary of State's decision not to call it in for a public inquiry.

Cornwall Council's strategic planning committee's gave its unanimous approval for the revised planning application in June and the case was automatically referred to the Government for consideration for a 'call in'.

However, Eric Pickles, Secretary of State for Communities and Local Government, said that after careful scrutiny, there was no sufficient reason for a public inquiry and that the application should be determined at local level.

Commenting on the news, Jon Kenny, development director of Commercial Estates Group, said: "We are of course very pleased that the Secretary of State has reinforced the Government's commitment to support local decision making so we can bring this world class destination resort into fruition.



▶ Carlyon Bay: 2012 go ahead?

"This also confirms the Government's commitment to the economic growth agenda and we look forward to playing our part in the much needed rejuvenation of this part of south Cornwall." ▶

Housing market remains subdued

The south west housing market remains subdued, as economic uncertainty and lack of mortgage finance continued to impact on property sales.

That's the conclusion of the latest RICS UK Housing Market survey, which reports that the number of sales per surveyor over the three months to August remained low, at an average of 14 (on a seasonally adjusted basis).

Meanwhile, average stocks on surveyors' books dropped off to an average of 52 (from 58).

The most commonly cited reason for the malaise was the general economic uncertainty (73%). In addition, 58% of surveyors felt a lack of mortgage finance was impacting negatively on transactions. ▶

Four summits in one day

Two local businessmen have completed the challenge of a lifetime by climbing Snowdon to raise funds for Children's Hospice South West.

In an unusual twist to a general mountain climb, Andy Jukes from Oakleigh Financial Planning in St Ives and David Thompson from Jane Bownas Wealth Management in Hayle, decided to go one step further than climbing Snowdon and extended their climb to incorporate four ascents and four descents in a single day.

Juke commented: "14 hours and 31 miles on the mountain! It has got to be one of the toughest things I have ever done."



▶ Andy Jukes and David Thompson: £6k+ raised

In total, the duo raised a mountainous more than £6k towards the Precious Lives Appeal. ▶

Osborne's port of call

A Cornwall Councillor and local MP have pressed the case for the dredging of Falmouth Docks in a meeting with the Chancellor of the Exchequer.

Chris Ridgers, Cornwall Council cabinet member for economy and regeneration, and Sarah Newton, MP for Falmouth, seized the opportunity of George Osborne's summer visit to Cornwall to bring the economic importance of the dredging of Falmouth Docks to his attention.

Cornwall Council cabinet unanimously approved proposals in July for the development of the Port of Falmouth that will create and protect thousands of jobs.

Ridgers said: "Falmouth is blessed with one of the deepest natural harbours in Europe but we need to be able to dredge the approach channel to secure and create hundreds of jobs and bring huge economic benefits to the community."

Revised plans for the dredging are currently with the Marine Management Organisation (MMO) which has expressed concern over the effects of dredging on algae in the harbour. ▶

Law firm teams with IFA

Penzance-based independent financial advisor Elite Wealth Management has launched a new insurance policy designed to give direct access to Cornish law firm Follett Stock.

The Big Red Shield offers up to £25k worth of legal services from the specialist dispute resolution lawyers.

The policy also covers claims that normal household legal insurance does not, including some criminal offences, unfair dismissal claims against employers and wrangles over inheritance.

Alan Powell, MD of Elite Wealth Management, commented: "Clients are always nervous of getting involved in legal matters. They worry they can't afford it, and that they will end up with a solicitor they don't know and don't trust. With this product my clients will be able to access legal advice from the best solicitors in the region, solicitors they already know and trust." ▶

Who needs a Dragon?

Skiers and snowboarders from across the UK are experiencing the latest in artificial snow surface technology, thanks to a Cornish entrepreneur.

Proslope, the brainchild of Newquay-based former Snowsports England vice president Chris O'Connell, has been installed at the Snowtrax Ski Centre in Dorset, and is soon set to expand across the UK.

Proslope utilises a patented multi-height bristle system that makes for deeper and faster dry slope turns in addition to new levels of durability and cushioning.

O'Connell recently appeared on BBC Television's Dragon's Den show, with less success, however, with all five business moguls uttering those immortal words – "sorry, but I'm out!" ▶



Chamber Patrons

The Chamber Breakfast has offered a warm welcome to the companies sponsoring Cornwall Chamber for the next twelve months.

The Patron scheme offers greater prominence at events and additional benefits in return for an increased membership fee, but chief executive Richard Glover acknowledged that the companies involved are doing much more than simply paying to increase their profile.

“Our Patrons understand the vital role that Cornwall Chamber plays in supporting and encouraging the business community. Their financial contribution helps to maintain our independence. Their involvement adds value to the Chamber brand and weight to the “voice



▶ Sponsors: Chamber Patrons

of business”. Whilst nobody views this as some kind of charitable donation, we are certainly very grateful for the support.”

Patrons for the coming year are: Business Cornwall, Livery Dole, Truro and Penwith College, Follett Stock, Worldwide Financial Planning, Office Smart and Interior Smart, the Penvention Park Hotel, Pirate FM and Ginsters. ▶

SW output wanes – report

Private sector output in the south west has contracted for the first time in 28 months, according to latest PMI survey data.

The Lloyds TSB South West Business Activity Index, which measures the combined output of the region’s manufacturing and service sectors, posted 48.1, down from 50.7 in July. Furthermore, the month-on-month contraction was the first recorded since April 2009.

While a marginal expansion of new business was recorded, the rate of growth slowed. The weaker rise in new orders was the main contributor to the decrease in output.

Evidence of spare capacity persisted, with a sharper depletion of backlogs and decline in employment recorded. Growth of new work received by companies in the south west slowed in August from July’s three-month high.

Subdued confidence and destocking at clients were cited as having contributed to the weaker rise in new business. Output declined in response, in contrast to growth across the UK overall. ▶

Smit’s Knight to remember

Tim Smit paid a glowing tribute to the teams behind the Eden Project and the Lost Gardens of Heligan when he officially became an honorary Knight.

The Dutch-born co-founder and chief executive of Eden, also renowned for the restoration of Heligan, received the award from the Lord Lieutenant of Cornwall Lady Mary Holborow, on behalf of The Queen, and Council chief executive Kevin Lavery.

At a gathering of family, friends and colleagues, he said: “What’s great about Eden and Heligan is that there’s a sense of that phrase ‘falling into good company at the right time.’ Heligan and Eden are good examples of people meeting at the right time to do something special.”

He also paid tribute to Lady Mary, who is soon to retire as Lord Lieutenant, saying: “If there’s any one person who has done more to change the outside perception of Cornwall, then I don’t know them.” ▶

Business Training Awards

Nominations have opened for the Excellence in Business Training Awards.

Now in their fifth year, the awards, hosted by Cornwall College Business (CCB), attract applications from companies large and small and recognise how staff training has made a difference to them.

Any business in the region can enter the 2012 awards, sharing how they have used staff training to improve their profitability, staff morale, retention, performance and to gain competitive advantage.

For further details or to enter, visit trainingawards.org. Deadline for entries is November 8. ▶

Briefs

Clicks to bricks: An internet-based furniture business has opened a showroom in Truro. Sustainable Furniture was started by Margaret Larson after she was made redundant in 2007. Following a positive response from exhibiting at the recent Cornwall Home Show, she decided a larger bricks and mortar presence, where people could come and see the furniture, would be good for business.

Mumpreneur: Duck Soup director Mandy Davies has been shortlisted for a Mumpreneur Award, which recognise the achievements of entrepreneurs who are simultaneously mothers. Davies is in line for Best Mumpreneur Product, with her innovative Dicky Bag; a neoprene solution for disposing of dog bags.

Three and easy: Truro’s park and ride scheme has celebrated its third birthday. In this time more than 1.3 million passengers have made use of the scheme, which carries 1,700 passengers in and out of the city each day. Figures show that on average the park and ride takes 1,000 cars off the roads in Truro every day, and the service has a 99% customer satisfaction rating. The operation reached the one million passenger mark last December, 18 months ahead of schedule.

Sea change: Coastal towns from across Cornwall are hoping to win a slice of a £400k Council-sponsored funding scheme. The Cornwall Seaside Towns programme had received 18 initial applications at time of going to press, with the money earmarked to support seaside towns with a focus on jobs, business and regeneration.

Investment: WES Hardmetal Engineering has completed a £150k investment programme for machinery in its Redruth factory. The company, which services nuclear, oil, gas and renewable energy markets across the globe, has installed AgieCharmilles Wire Cut EDM 20P and 30P machines, to allow it to intricately shape larger, complex parts that are common in the aerospace and energy industries.

Fully connected

Truro-based Datasharp has successfully implemented the latest voice technology into local oil distribution business Mitchell and Webber.

“The migration to upgrade our legacy Siemens telephone system to the latest Unified Communications platform was a logical step for us,” explained Mitchell and Webber MD Robert Weedon.

“We are keen to stay at the forefront of technology and have always been guided by Datasharp and their team of experts. This cost effective transition made fluid by Datasharp, who we have been working closely with for over 30 years, proved to be an excellent decision.”

Datasharp UK operations manager



Delivery: Mitchell & Webber

Nicola Venter added: “We were delighted to be able to provide such a well-respected Cornish company, Mitchell and Webber, with the latest technology and functionality by simply upgrading their software negating the need to replace the whole system.”

Cream of Cornish PRs

A clutch of Cornish PR companies will be keeping their fingers crossed at the annual CIPR West of England PRide Awards later this month.

Truro-based MPAD has been short-listed for the Best Campaign £10k and Under for its work with the Greenbank Fal River Festival, while MPAD director Rachel Picken is also in the running for Outstanding Young Communicator, along with Barefoot Media’s Sam Lynas.

The Vine Marketing is also named in the Best Campaign £10k and Under category for its Open Studios Cornwall campaign.

Wild Card is in line for Best use of Media Relations for its Fifteen Cornwall turns five work, and will also battle with three other agencies in the Outstanding Public Relations Consultancy category.

Newquay-based Barefoot Media has a hat-trick of nominations. Together with Lynas’ individual mention, the agency is up for Best Use of Photography or Design and Best Website or Microsite.

St Agnes-based Suzie Smith is in line for Best Freelance Practitioner.

Winners will be announced at a ceremony to be held in Bristol on October 21.

Penryn video star

A pop video co-created by Penryn-based director and visual effects artist Matt Walsh won Best Music Video 2011 in Turkey’s Golden Butterfly awards.

The video for the song Son Defa (‘Last Time’) by singer-songwriter Emre Aydin, garnered more than 1.4 million views on YouTube.

And Walsh paid tribute to Cornwall’s increased connectivity for making it possible. He said: “The broadband network

in Cornwall has made it possible for me to do work in Penryn that would normally be done by agencies in central London.

“When the superfast fibre broadband arrives in Penryn next year, there will be little technological difference for remote clients between working with me and working with a Soho agency. It will create a foundation for film post-production to become a viable and valuable new industry for Cornwall.”

Free MailAway workshop

Email marketing company MailAway is holding a series of free workshops over the coming weeks.

The Falmouth-based firm will be giving business owners a free introduction to email marketing – why it’s vital for customer retention and how it can increase sales.

After a number of seminars up country, MailAway will be returning to The Bay Hotel in Newquay (October 20) and The Business Space in Plymouth (October 21).

Email enquiries@mail-way.co.uk for further details.

Briefs

App-y day: Bishop Fleming has become the region’s first accountancy firm to launch a free app for users of smart phones, iPhones, and iPads. The new app, downloadable from Apple’s i-store, provides a range of instant access services as well as information on all Bishop Fleming partners.

Happy birthday: Penzance-based Mac support company Apple Crumble is celebrating five years in business. It was first established alongside a PC support company in Long Rock, before expanding into its own premises in Branwells Mill in 2007.

Crafty: A local craft reseller launched its new website (craftpoint.net) at the annual Cornwall Design Fair at Treerife Park. It is the next phase of development for Craftpoint and follows a series of pop-up shops held in the county, selling the work of Cornish designer-makers.

Numbers: Cornwall College is installing a new financial management system to save time and reduce an over reliance on paper. The new system, from Advanced Business Solutions, will provide Cornwall College with real-time budgetary information so that it can keep abreast of actual and expected financial expenditure.

Texting: FireText Communications has launched a new website and SMS service. The new system highlights the many applications for SMS messaging and includes many case studies.

Running: The MD of Truro-based marketing and design company MPAD has been shortlisted to form part of the torch relay in the run up to the London Olympics. Mark Picken will find out in early December whether he has been successful.

Jetty project complete

Marine Designs has completed its first ever floating jetty project, on Lake Windermere, in the Lake District.

The Falmouth-based company, which is part of the A&P Group, designs and constructs heavy-duty pontoon systems, many of which are used in the offshore wind renewable sector.

The Brockhole Jetty project was commissioned by the Lake District National Park Authority, in order to provide

improved access to the ferries.

Managing director of Marine Designs, Drystan Jones, commented: "This has been a logistically demanding project but it has all gone to plan and we are very pleased with the pontoon system and its performance.

"We worked hard to be able to hand it over to the ferry operators for the first weekend of the school holidays." ▶



▶ Jetty: Brockhole project

Marine skills gap warning

A new report commissioned for The Telegraph has questioned whether Britain's education system is meeting industry's needs.

Richard Parkinson, MD of Falmouth-based offshore renewables consultancy Mojo Maritime, told the newspaper that while the local university sends good graduates his way, there is a huge gap between what they are being taught and real-life application.

He said in some cases, offshore engineering student are being taught by mining engineers, simply because there aren't enough specialist lecturers.

He explained: "Some of the students who come out of university say it didn't help them get a better understanding of industry. Their learning is totally irrelevant to the skills requirement when they come to work." ▶

CMN has the motivation

Cornwall Marine Network (CMN) is launching a new motivational training course to help teenagers into work.

The courses, which run from between ten to 16 weeks, combine classroom and watersports activities to build confidence, teamwork and communication skills.

The courses are designed to help teenagers (aged 16-19) who are unsure of what career or training path to take next, and are funded through the European Social Fund's Freestyle programme.

CMN's David Wickes said: "The courses are designed to help those who are currently out of education, employment or training. We would be delighted to hear from anyone interested in attending and we would then enrol them on the most suitable course."

To find out more ring David Wickes on 01326 211382. ▶

Boat Show launch

Cornish wooden boatbuilder Marcus Lewis launched his Mayflower dinghy at the Southampton Boat Show last month, marking the revival of a classic gunter rigged design.

Lewis spent the summer painstakingly replicating the original designs at his Fowey boatyard and said he was delighted with the result. His newly-built 14ft dinghy has a steel centreplate and is skilfully crafted in mahogany and cedar, with Canadian spruce planing and steamed oak ribs.

The building of the boat has been recorded as part of the project Traditional Maritime Skills (TMS), which is currently recording wooden



▶ Traditional: Marcus Lewis at work

boatbuilding skills that are in danger of becoming extinct.

The £1M TMS project is being lead in the UK by Cornwall Marine Network, with partners in the Netherlands and Belgium recording similar skills. ▶

Marine energy scheme launched

A pioneering multi-million pound project to develop marine renewable energy in peripheral and island communities was officially launched last month.

The £4 million collaborative project between Cornwall, the Isles of Scilly and Finistere in Brittany – MERIFIC – will seek to identify and address specific opportunities and issues faced by outlying

communities in exploiting marine energy resources.

It is estimated that by 2050, up to 50% of Europe's electricity supply could be provided by renewable ocean energy generated off the Atlantic coast. ▶

Plunging to new depths

Falmouth-based marine survey contractor Coastline Surveys Limited recently broke its own water depth record.

Working on a contract in the Aegean off the Turkish coast on the cable repair vessel MV Peter Faber, Coastline's C-Pen seabed CPT system achieved a record depth of 1,250 metres. ▶

Bridge work on track

Work is said to be progressing well on the construction of a new bridge as part of a multi-million pound project to put in place new infrastructure at Hayle harbour.

The Hayle North Quay Infrastructure Project will unlock the development sites on North Quay, which includes 14,000 sq m of new commercial and industrial workspace, including the proposed Marine Renewables Business Park which will capitalise on the £42 million Wave Hub development.

Other features of the scheme, which started in February, include a new promenade along the edge of the quay with a flood protection wall behind, repairs to both the North and East Quay walls and a new road bridge over Copperhouse Pool alongside the old swing bridge.

The infrastructure works are being funded by the Department for Business, Innovation and Skills (£4.25 million), Convergence (£5 million) and from Cornwall Council (£5 million).



▶ Hayle Harbour: Progressing well

The project is due for completion in 2012. ▶

New St Austell office space

Two historic buildings in the centre of St Austell are to be transformed into office space with the support of Convergence investment.

The scheme, worth almost £1.7 million, will safeguard 68 and create six new jobs

when it allows the expansion of law firm Stephens Scown. It provides more than 700 sq m of office accommodation in what is currently an empty building in High Cross Street and the current Stephens and Scown offices in Cross Lane.

Just under £944k of ERDF Convergence has been approved for the scheme with property investors D B Gilbert providing the £753k balance.

The announcement follows approval of ERDF Convergence for a £6 million scheme for St Austell Printing Company at St Austell Enterprise Park. ▶

Student project underway



▶ Scheme: Student accommodation

Construction work has started on the 233-bed student accommodation scheme adjoining Penryn railway station.

Redruth-based Bath Row Developments, who originally secured planning permission back 2009, has appointed Kier Living to be lead contractor.

The private sector development is being underwritten by University College Falmouth (UCF) and the University of Exeter (UoE), who share and jointly manage the Tremough Campus.

Bob Pepper of Bath Row Developments said: "The scheme will incorporate planted areas and green open spaces that will significantly enhance the visual impact of the site and utilise local materials,

sub-contractors and suppliers as much as possible.

"All of the work on site is being carried out by Kier Living, who will be sourcing 85% of the labour and materials for the development from within the west country." ▶

Spreading the knowledge

One of the Cornwall's leading authorities on mining is launching a new service to spread the expertise accumulated through centuries of Cornish mining, across the UK.

Mining Searches UK, based in Redruth, has been launched by Cornwall Mining Services, to enable people from across Britain to find out about former mining activity beneath a home they may intend to buy.

The new service uses a state-of-the-art computer system known as a geographical information service (GIS),

to deliver the most accurate information available.

Mining Searches UK MD Paul Raglan explained: "Our mining search reports identify any indicated risks associated with past mining or quarrying activities, ideal for land and property purchase or sale.

"With the heritage of Cornish mining excellence known around the world, we feel it's great that a Cornish company is now making its mark on a national scale." ▶

A walk in the rainforest

Truro-based construction consultancy Ward Williams Associates (WWA) is to play a key role in the building of a new rainforest canopy walkway at the Eden Project.

The 180-metre long walkway will enable visitors to explore the canopy of the Rainforest Biome at the family attraction. It will also feature educational pods along the path, which detail the marvels of nature that can be viewed from the elevation.

The Duke and Duchess of Cornwall recently marked the start of the project by driving a specially inscribed bamboo stake into the ground at the start of the path.

It is planned that work on the 12-month project will start in the New Year. ▶

Skidders ties up malster deal

Truro-based Skidders Brewery has linked up with Britain's oldest working maltster in a boost for Cornish barley growers.

Skidders and Warminster Maltings have concluded a deal that will see the Wiltshire firm act as sole supplier of malt, initially for a year, for the Cornish company's range of ales.

On behalf of Skidders, Warminster will buy spring barley from a selection of Cornish farms to ensure they meet the increased demand of approximately 12 tonnes of malt per week.

"We have been exclusively committed to Cornish barley for most of the company's 14 years," said brewery chief executive Steve Skinner. "This arrangement with such a long-established specialist in the field will further strengthen that commitment and is good news for Cornish farmers.

"We are looking at increasing our capacity again over the next two years or so and anticipate demand rising to around 15 tonnes of malt per week, and possibly more, in that period."

Skidders' weekly malt usage eight



Deal: Warminster MD Chris Garratt (l) with head brewer Terry Wallwork and barley grower Paul Dale of TD Dale

years ago was just two tonnes. It rose to six tonnes by 2006 and has since doubled to its present level.

£5M Sharp's investment

Sharp's Brewery is rolling out a £5 million capital investment programme over the next two years as it continues to grow.

The investment from parent company, Molson Coors, will see an upgrade to the water treatment plant, additional fermentation vessels installed and a new packaging area.

Molson Coors acquired Sharp's in February and the investment is evidence of its planned growth for the Rock-based brewer.

Sharp's head brewer, Stuart Howe, commented: "This is great news for Sharp's Brewery. Production capacity represents the biggest constraint to exceptional growth and this investment will serve two purposes: to meet immediate demand and support the growth of great beers that continue to capture the attention of drinkers up and down the land."

Press for service

A Launceston pub has become the first in Cornwall to trial an electronic waiter system hailed as the "ultimate customer service innovation".

Service Please is a wireless call button system placed on each table, allowing customers to order drinks, service or even the bill at the touch of a button.

The White Horse, part of the St Austell Brewery estate, has trialled the system and landlady Lucy Collins says it has revolutionised the pub's service.

She said: "We're the only pub this side of Bristol to have this system installed. From our point of view it's helping to improve our efficiency and the experience we can offer our customers."

Proper Job, that's Champion



Roger Ryman: Bottled beer champion

St Austell Brewery has come away with one of the top prizes at the UK's biggest beer festival.

Proper Job IPA scooped the title of Champion Bottled Beer of Britain at the Great British Beer Festival held at London's Earl's Court.

It is the second successive year the brewery has won the title, after Admiral's Ale was crowned Champion Bottled Beer of Britain 2010.

Roger Ryman, St Austell Brewery head brewer, said: "This event puts us head to head against some great beers from right across the UK so we're incredibly pleased to see Proper Job honoured in this way, particularly after the success of Admiral's Ale last year."

MD James Staughton added: "This is such a prestigious award and winning it last year was fantastic but to win it two years running is very special indeed."

UK Pub Sales in Cornwall

Suffolk-based company UK Pub Sales has expanded its business operations to include the sale of licensed premises in Devon and Cornwall.

The decision is prompted, says the company, by the high demand of buyers looking to acquire leasehold and freehold

public houses and hotels.

According to UK Pub Sales' statistics, the number of people registering an interest in buying Public Houses has increased by 65% since January 2011.

expowest booking quickly

Suppliers have shown their confidence in Cornwall's hospitality and catering industries.

Truro-based Exhibitions South West says it has already taken a large number of bookings for expowest Cornwall, which takes place from March 6-8 at the Royal Cornwall Showground.

Managing director Peter Sugden commented: "With the well publicised difficulties for the national economy it's incredibly reassuring that suppliers are showing such strong confidence in the south west tourism, catering and hospitality sector which is an important part of the Cornwall economy."

Renewables insurance ‘first’

What is claimed to be the UK’s only small scale renewable energy scheme insurance cover has been launched.

The new cover, from Devon-based provider Naturesave, caters for small scale renewable energy installations, such as solar PV, wind and hydro turbines, up to 750kw.

The policy covers systems against material damage, breakdown, loss of revenue, and public liability.

MD Matthew Criddle said: “Naturesave has been at the leading edge of ethical and environmental insurance for 18 years.



▶ Naturesave: Solar insurance

“We are pleased to be able to include this additional cover and understand that it is the only product of its kind in the UK.” ▶

Council revisits solar plans

Cornwall Council has put its plans for a £14 million commercial solar farm on hold.

The Council’s proposed Kernow Solar Park was to have been built near Newquay Airport, but has now fallen victim to the Government’s controversial decision to slash the Feed in Tariff (FIT) for large scale developments.

It does not signal the end of the Council’s dalliance with solar energy, however, and it is instead using the money to install approximately 1,200 solar panels on Council-owned land and buildings, which, it says, will bring a total income of £47 million over 25 years.

Julian German, Cornwall Council cabinet member for environment, said: “Cornwall has the finest combination of renewable energy resources anywhere in the UK and we are firmly committed to producing renewable energy where it makes good economic sense.

The initial small scale projects will include more than 300 sites including schools, housing, libraries and leisure centres. ▶

Printer targets zero carbon



▶ Nationwide Print: Sustainable thinking

Nationwide Print in St Austell has underlined its green credentials by installing solar panels on its roof.

MD Julian Hocking explained: “It was a natural progression. We use vegetable

based inks, recycled paper, sensor lighting, recycle everything and have a newly installed insulated roof and windows.

“We now want to generate on our ‘green’ power. We are one of the greenest environmental printers in the country.

“The 150 solar panels will help us save around 15 tonnes of carbon dioxide a year. That’s equivalent to the annual electricity usage of four houses – and one massive step closer to our ultimate goal, a carbon zero footprint.” ▶

£20M community solar scheme

A £20 million fund has been launched to provide free solar panels to community buildings in Cornwall.

Cornish sustainable energy charity Community Energy Plus has secured the investment package from local PV install-

ers Clean Earth Energy, Plug Into The Sun, Solar Solutions and Solen Energy UK.

Buildings taking up the offer will not only be able to take advantage of free electricity generated, but unlike other ‘rent a roof schemes’, will also receive an income

Counting the cost

Cornish homes and businesses are going to have to find an extra £20 million for gas and electricity in the wake of recent price rises announced by energy providers.

That’s the grim prediction of local sustainable energy specialist Enact Energy, which has reported a record number of enquiries for solar power and other energy saving initiatives.

Executive chairman John Egan commented: “The collective increased energy bill for Cornwall is staggering and there is no doubt that these new price rises have triggered significant interest in solar electricity in recent weeks.

“People are becoming more and more concerned with the cost of energy and you can fully understand why.” ▶

Cleanearth supports charity scheme

Wadebridge-based renewable energy specialist Cleanearth Energy has provided a local social enterprise with a complete green power solution.

Camp Kernow dedicates itself to “motivating and empowering children and young people to take positive action towards a more sustainable future”.

It is currently developing an education centre near Truro, where children can gain practical experience of sustainable living techniques and renewable energy technologies.

The centre will be powered entirely by renewable energy, and Cleanearth has provided all the necessary equipment including solar photovoltaic panels, an inverter and charge controller, to provide enough kW to allow the centre to be run entirely off grid.

The centre is due to open in Summer 2012. ▶

from any electricity not used.

The charity expects to help more than 300 local organisations take up the offer before the April deadline. Although the participating solar companies have pledged a total of £20 million to date, Community Energy Plus is confident that further investment can be secured. ▶

New look for Aspects

A Cornish holiday lettings business has completed a major rebranding exercise with the launch of a new website.

Aspects Holidays hired Hayle-based Nixon Design to create the new site, as part of a facelift which has seen the development of a new logo, branding, and a range of core marketing materials.

The company has also appointed a full time e-marketing developer to

manage the company's online marketing strategy.

Aspects business development manager Damian Sargent said: "Our new website is the last piece in a major rebranding project and we are delighted with the results.

"The new site is far more destination and experience led rather than a pure holiday property site." ▶



▶ Damian Sargent: "Delighted"

Cornwall's green kitchen

A Cornish holiday resort has acquired the latest in recycling technology.

Trenyhton Manor, near St Austell, is now able to convert 27,000 leftover meals into a rich fertiliser using a composting tool, which eats the leftover raw and cooked food waste.

The manager of the luxury spa resort, Nick Waddington, said: "Rubbish buried in landfill decomposes to make methane, one of the worst types of greenhouse gases.

"It's important that we look after our natural resources, and food recycling can make a big contribution. Our Club La

Costa guests have been very supportive, and are very green conscious, and it is because of their co-operation that we have saved £50k on our electricity consumption compared to two years ago." ▶

Hotel sponsors Oyster Festival

St Michael's Hotel and Spa in Falmouth is the main sponsor for the Falmouth Oyster Festival for the third year running.

Now in its 15th year, the festival celebrates all things oyster and marks the start of the oyster dredging season.

Taking place from October 13-16, four days of events will include craft and food stalls, live music, cookery demonstrations and working boat races.

St Michael's proprietor Nigel Carpenter commented: "Over the years we have developed a close relationship with the Falmouth oystermen and I firmly believe



▶ St Michael's: Oyster Festival backing

the Oyster Festival is incredibly important in highlighting and celebrating the traditional method of harvesting oysters here in Falmouth." ▶

Another Unique idea

Cornwall-based luxury holiday lettings company Unique Home Stays (UHS) has launched a new sister company.

Unique Boutique specialises in providing high end mail order hampers, and follows on from the success of the hampers in many of its holiday properties where they are provided as a welcome gift.

Although all of the products shown on the web site can be delivered anywhere in the UK, there is a predominantly west country flavour to as the company is keen to support local producers.

MD Sarah Stanley explained: "We had received such positive feedback from owners and clients alike when we introduced the welcome hamper across our UHS property portfolio, it seemed a natural progression to offer similar bespoke hamper combinations on a wider scale." ▶

Headland strikes gold

The Headland Hotel in Newquay has been awarded Investors in People (IIP) Gold status.

It is believed that The Headland is the first independent hotel in the country to achieve such accreditation.

Gold is the highest level of recognition which organisations can achieve. The Headland joins a select number of IIP Gold organisations in the UK – of the 35,000 companies with IIP recognition in the country, less than 1% have achieved Gold.

Director Carolyn Armstrong said: "Having been Cornwall's first Investor in People, it is particularly satisfying for me that the younger team now in place have gone above and beyond what we achieved nearly two decades ago." ▶

Hine Downing partner retires

As Falmouth law firm Hine Downing says farewell to one senior partner it will be welcoming in a new member of the team whose name will have a familiar ring.

Brian Dilks, who leads on all areas of civil litigation, will be retiring at Christmas after a legal career spanning four decades.

Dilks joined the C Vincent Downing & Co arm of what is now Hine Downing in the days, as he puts it, "before fax machines, email and computers", and was one of the authors of the 1998 merger.

In those early days he worked alongside well-known Falmouth solicitor Mike Richards and it is his son Edward who



▶ Brian Dilks

will be moving back to Cornwall to head up Hine Downing's litigation department on his retirement, following 20 years as partner with South Devon law firm Hooper and Wollen. ▶

Developer joins Channel

Penryn-based software and web marketing company Channel Computing has added to its team.

Web developer James Stoddern has joined from the Devon and Cornwall Probation Trust, where he had worked for over 13 years.

Marketing director, Anna Barrington, said: "We are delighted to welcome James on board at this busy time. His skills and experience have allowed him to dive straight in at the deep end and get involved with our current projects." ▶

Heartlands team in place



▶ Tracey Frankish and Sean O'Neill

The final positions have been filled in Heartlands' senior management team.

Sean O'Neill has joined the Pool-based development as finance and resources manager, following a diverse career working in accounting and finance across the country, most recently at Carn Brea Leisure Centre.

Tracey Frankish, meanwhile, has been named commercial manager,

following a career in the hospitality world of Formula 1 and world rally.

The pair will join chief executive Vicky Martin and marketing manager Kate Turnbull to form the team that will take the £35 million Cornwall Council-led project forward through completion and opening early next year. ▶

Family values

Hendra Holiday Park has appointed a new director, firmly establishing the third generation of the family-run park

Jon Hyatt, 26, is the son of directors Bob and Janine Hyatt and the nephew of directors Robert and Rebecca May. He has been working at the Newquay-based park for the past three years, after graduating from Oxford University, where he studied chemistry.

Classic promotion

Holiday lettings company Classic Cottages has promoted a long-standing employee to the role of online communications marketing.

Katie Chown has worked for the Helston-based company for four and a half years as a property department administrator.

Her new role will focus on increasing the company's web presence, particularly through the use of social and new media platforms.

Stepping into her shoes in the property department is new recruit Lucy Clark. ▶



▶ Katie Chown with Lucy Clark

Hyatt says he will look to enhance the park's sustainable credentials, and was closely involved in creating its solar PV farm, named Sun Power Meadow. ▶



▶ Jon Hyatt

New head chef for The Cornwall

The Cornwall Hotel Spa & Estate has appointed a new head chef.

Brett Camborne-Paynter brings more than 15 years' experience to a role which will see him taking charge of the kitchen set-up, menus and the day-to-day running of hotel's Arboretum Restaurant, Acorns Brasserie and The Parkland Terrace.

Qualifying as a chef in his teens, Camborne-Paynter worked with Jean-Christophe Novelli at The Four Seasons in London, later moving to The Waldorf, The Ivy, Le Caprice and J Sheekey.

Five years ago he set up his own restaurant in Cornwall, becoming chef and proprietor of Austell's Restaurant, which



▶ Brett Camborne-Paynter

gained two AA rosettes and a Michelin Guide listing within just six months of opening. ▶

Lamond on campus



▶ Niamh Lamond

Niamh Lamond has been appointed as CEO for the Tremough Campus Services Group (TCSG).

TCSG operates the 100-acre Tremough Campus in Penryn on behalf of University College Falmouth (UCF) and University of Exeter (UoE), who both own and manage the site.

Lamond's role will focus mainly on student welfare support and accommodation, catering, retail, estates, faculties, building development, library and IT services. ▶

Francis Clark boosts corporate finance



▶ Dr Dion Vaughan and Francis Clark

Truro chartered accountant Francis Clark has further strengthened its corporate finance team with the appointment of Dr Dion Vaughan as a senior advisor.

Dr Vaughan has spent the last 15 years in corporate finance and is acknowledged as an accomplished deal finder. He specialises in the manufacturing and

engineering sectors, metals and mining and technology.

He said: "I am very excited about this opportunity especially as Cornwall has many strengths, particularly in renewables, marine technology and natural resources." ▶

Law firm promotion

Stephens Scown has promoted its civil litigation team leader in Truro to the position of partner.

Brian Dolan joined the firm in 2008 as an associate, and advises clients in areas including contractual disputes, negligence claims and land disputes, with a specialist interest in banking and finance litigation. ▶

Crest of approval

Pool-based fire extinguisher supplier Fire Crest has appointed Shaun Ioannou as a new engineer.

Ioannou has spent the last 13 years offering safety support to businesses on behalf of a national brand.

Fire Crest MD Robert Catanzaro said: "As well as his expert knowledge of fire safety equipment, Shaun is well known in Cornwall for having a strong customer focus and a great understanding of their business needs." ▶



▶ Shaun Ioannou with Robert Catanzaro

Redhead joins hotel

The Llawanroc Hotel in Gorran Haven has appointed a new general manager.

Matt Redhead joins with 15 years' experience in the travel and tourism industry, having worked at such hotels as The Cornwall, St Michael's Hotel & Spa, and The Headland in Newquay. He also spent ten years onboard the QE II.

The Llawanroc offers 18 rooms, a bar and bistro, as well as a fine dining restaurant. ▶



▶ Matt Redhead

Enterprise fly zone

The airport looks to be set for a bright future as the curtains are pulled back on the Newquay Aerohub



The prospects of a flourishing and expanding aerospace industry in Cornwall have been given a significant boost with the news that a Government Enterprise Zone is to be set up at Newquay Airport.

The Enterprise Zones form part of the Government's Plan for Growth initiative, announced at the last Budget. Initially 21 Enterprise Zones were revealed back in March, followed by a second wave of 11 applications, which included Newquay, being accepted in August.

It is a significant win for the fledgling Cornwall and Isles of Scilly Local Enterprise Partnership (LEP), which led the bid for the Newquay Aerohub, as it is called.

It is hoped that the Newquay Aerohub will create 1,000 new jobs for the Duchy, as new aerospace-related businesses from across the world, encouraged by the tax-breaks available, set up on the 135-acre site.

Lord Robin Teverson, who sits on the LEP board, says the new Enterprise Zone can become a beacon for Cornwall, showing that the Duchy "is open for business".

Talking to Kernowpods' Matthew Clarke for a podcast which appeared exclusively on businesscornwall.co.uk, he said: "Aerospace is an industry that is expanding. The airport is a great facility and has one of longest runways in the

UK. It's a great resource that just isn't used enough."

He points out that with the likes of AgustaWestland and British International already at Newquay, the precedent for Newquay being an aero hub has already been set.

"There are a number of negotiations going on with other companies, in maintenance and such," he says, "and there is also talk about using the airport for freight distribution as well.

"To sustain this project beyond the Enterprise Zone, we really need to improve the skills base in Cornwall"

"It's all about having a growth centre for those aero industries. You never quite know what's going to come out at the end of the day, but what I do know is there already been a number of in depth conversations with companies worldwide and I'm sure some of those will end up coming to Newquay."

Lord Teverson said he hoped there would be "one or two" announcements in the coming months, but stressed we should not be too impatient.

He said one of the biggest challenges is to plan for the long term, to a time when the airport no longer enjoys the benefits of being an Enterprise Zone.

Newquay Aerohub Zone

- **Size:** 1 site covering 55 hectares
- **Sector focus:** Aerospace
- **Tax breaks:** Save businesses £2.4million in forgone business rates
- **Job creation:** 1,100 new jobs by 2015
- **Planning:** Simplified regime; opening up the site for aviation development on the aerodrome and for the business park and aviation related business development
- **Broadband:** Access to Superfast Cornwall broadband £132m project is up and running

"To sustain this project beyond the Enterprise Zone, we really need to improve the skills base in Cornwall. We can't be complacent. There is a huge international market to go for, but in the longer term, the challenge is up to us making these companies want to stay in Newquay."

The airport has taken a few hits in recent months, particularly in the wake of Air SouthWest's demise, but this will provide a timely fillip.

And while the Enterprise Zone is unlikely to have a direct affect on the airport's commercial passenger business, Lord Teverson says indirectly it is vital.

"We need to make sure we keep Newquay as an operational facility," he says. "One of the things this does, as well as building a skills base, is it will make sure the airport as a whole has a long-term viable future." ♦

kernowpods

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A sustainable future

Businesses can no longer afford to ignore the opportunities presented by the green economy, says Oxford Innovation business coach Jonet Walldock

Sustain ability

The Low Carbon Economy offers new business opportunities and new jobs as Government policy and incentives create new markets. The global market for low carbon goods and services is currently estimated to be worth £3.2 trillion and is estimated to grow to over £4 trillion by 2015.

With escalating fuel costs, the risks and opportunities presented by climate change, greater competition for scarce resources and increasingly aware and concerned customers, business can no longer afford to do what they have always done. Sustainability needs to be at the heart of business decision making for businesses to survive and thrive in the emerging green economy.

“Marketing the environmental credentials of your business or products can be a powerful tool”

In the Government's drive towards a low carbon economy they have implemented a range of incentives to reduce greenhouse gas emissions through energy efficiency and renewable energy generation. The Green Deal, Feed in Tariff and Renewable Heat Incentive have created new business opportunities by stimulating demand for home insulation, renewable energy installations and the development of energy efficient lighting and equipment.

Legislation relating to waste, water, energy and climate change is increasing and business is being charged various levies associated with their energy use and carbon emissions. The landfill tax escalator is making the disposal of waste to landfill progressively more expensive and improving environmental standards for water quality requires greater on-site effluent treatment.

Whilst an increasing cost to business it also presents an opportunity for a business to revisit its operations and develop more efficient ways of working. The money saved through reduced energy, water and materials use and lower waste disposal costs can be spent or reinvested

in the business. The reduced reliance on fossil fuels, finite materials and long supply chains also makes business less susceptible to problems with security of supply.

Marketing the environmental credentials of your business or products can be a powerful tool to gain competitive advantage and win market share. As Government, consumers and businesses become increasingly aware of environmental issues they seek to buy from, or work with, organisations that can demonstrate that sustainability sits at the heart of their decision making and have in place robust systems (such as ISO14001) to manage and reduce their environmental impact.

Winning environmental awards, gaining recognised standards and using environmental labelling can enhance your reputation and demonstrate that you are a responsible organisation. By providing information on how your products are made, and advice on how to dispose of them, will also help your customers to make an informed choice on what to buy and who to buy from.

The business benefits do not end there; by improving and marketing your environmental performance you can also attract and retain high quality staff. The Stanford Graduate School of Business student survey in June 2008 found that 75% of MBA students surveyed felt a reputation for ethical conduct was as important as a job with intellectual challenge and good salary.

When fully implemented and integrated in the business ethos, sustainability saves money by improving productivity and reducing costs, improves competitive advantage by reaching new markets and fulfilling customer demands, and helps to attract and retain talented employees. Can you afford to ignore it? 



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The **big** debate —

The Pool Innovation Centre is the rather appropriate venue for this month's panel discussion, sponsored by Bush Telegraph, as we debate the business possibilities and applications of superfast broadband

It was with much fanfare last year that it was announced that Cornwall was to get superfast broadband and become the most connected rural area in Europe.

It was claimed that it will help bring thousands of jobs and millions of pounds into Cornwall's economy.

But beyond the rhetoric, just how will Cornwall's businesses actually benefit? Is speed really the answer to all our problems?

This was an early question for a panel of local businesses at the Pool Innovation Centre last month, assembled in collaboration with Truro-based telecoms and cloud computing expert Bush Telegraph.

According to Nigel Ashcroft, project director for Cornwall Development Company's SuperfastCornwall initiative, the perception of what we will be able to do with superfast broadband is

probably higher outside Cornwall than it is within.

Everyone on the panel agreed that it is a good thing, although how and why exactly was still a matter for conjecture.

Accountants, perhaps unfairly, are not always seen as the most progressive when it comes to new technology, but Bernard Pooley, a director at Truro-based chartered accountant Kelsall Steele, can't wait for superfast broadband to arrive, and seems to have a clear idea of how his company will benefit.

"It's not to operate what we're doing now," he said, "but to take advantage of all the internet solutions that become available once we have those speeds. Speed is very important to us."

Follett Stock managing partner Chris Lingard also has some clear ideas how superfast broadband will help eliminate some current frustrations as he looks to expand the law firm eastwards.

"We're not looking to replicate what we have in Truro," he said. "We are a Cornish firm exporting services out, and the majority of what we do will be fed back down the line to Truro, so we clearly need to be able to do that in an efficient way."

"A few years ago we invested £25k in video conferencing stuff and it's been rubbish quite frankly, because the line has never been right."

"The biggest challenge is linking our Exeter office with Truro office and the link drives me mad sometimes. The Skype link is terrible, you can forget video conferencing! I'm hoping with superfast broadband, it will make it much easier to operate our business the way we want."

Simon Tregoning, chairman of Helston-based holiday lettings business Classic Cottages and board member of the Cornwall and Isles of Scilly Local Enterprise Partnership, was a little more restrained in his expectations.



Photos by Toby Weller

cloud computing

For him, the most important aspect isn't speed but reliability. With 80% of Classic Cottage's bookings coming through its website, reliability of connection, he said, is vital.

Four years ago he was paying for a lease line into his offices at £12k per annum, but has since moved the website "closer to where the majority of people access it" to an offsite location in Swindon.

He said he had yet to be convinced about the economic benefits superfast broadband could bring to Cornwall, and a clearer message needed to be sent out. "Our business, to some extent, is an internet business, and if I'm not sure about the benefits, what about the rest of Cornwall?"

"Cornwall is going to become the best connected rural region in Europe"

"It's here, so let's use it, but we need to be more explicit about the economic benefits. Less focus on the fact that we have superfast broadband, and more focus on how we're going to use it, and turn that into real money and real jobs."

Ashcroft asked delegates to cast their minds to pre-ADSL days. "Only ten years ago we were on clicky modems," he reminded us. "There has been a real step change.

"We are now building a world-class system. Cornwall is going to become the best connected rural region in Europe. It's a bit like the M1. When they opened it, just two cars went down it. Look at it now!"

Ashcroft said superfast broadband gave Cornwall the chance to lead for once rather than follow, and will bring real economic benefits.

He continued: "Cornwall has a great story to tell in terms of quality of life,

great schools etc, but the one big ticket that overcomes our biggest problem – peripherality – is superfast broadband. Our one connection which makes it the same working here as sitting in London, New York or wherever. There are places in London that won't have a connection like we will have.

"We become more of a sensible choice of business base. Most businesses attracted to Cornwall are probably in the knowledge based, high-value high growth area, and it's those businesses we want."

Tregoning was keen to move beyond the hyperbole and pointed out that superfast broadband should not be seen as the cure to Cornwall's economic ills, as it can sometimes be portrayed. He said expectations should be managed.

"Broadband in itself isn't the Nirvana," he told the panel. "But it's sort of been spun out that way to an extent, or at least that's how the business community perceives it.

"There's a danger of expectations being a bit high, the idea that it is going to produce something on its own, when actually it's not."

Ashcroft insisted, however, that even the short term benefits of superfast broadband would be palpable to Cornish businesses.

He said: "A lot of businesses I visit now have 6 or 8 MB going in. What do they do with it? They share it among 20 people, and then the whole thing slows down. That will all clear because of the speed superfast brings.

"We're sitting here now in a building with 100 MB, but we're using just a small fraction. There are 200 people here online all sharing it and the quality of service they get is excellent all the way through."

The panelists

Chris Royden –
Bush Telegraph



Mark Herbert –
intY



Bernard Pooley –
Kelsall Steele



Chris Lingard –
Follett Stock



Simon Tregoning –
Classic Cottages



Barry Wilkinson –
Office Smart



Nigel Ashcroft –
Superfast Cornwall



Chris Royden is managing director of Truro-based telecoms company Bush Telegraph and a strong believer of the opportunities that superfast broadband presents Cornwall.

“There are two types of organisation,” he explained. “One like Chris Lingard’s that is migrating outside of Cornwall and needs high speed communications; and organisations looking to migrate into Cornwall that need high speed communications.

“Some people coming in might want to put some R&D down here, for example. If you get a bunch of R&D guys down here great, but you need high speed connectivity for that.”

Mark Herbert, business development director at enterprise cloud computing solutions company intY suggested that the advent of superfast broadband would further help stem the traditional brain drain out of Cornwall.

On this point, Barry Wilkinson, MD of Redruth-based office supplies dealer Office Smart, elaborated: “People are only leaving Cornwall because there are no opportunities in Cornwall.

“Nigel’s M1 is a great analogy from my point of view. Cornwall is full of entrepreneurs and innovative people. With superfast broadband, what we’re talking about is just an infrastructure, it’s not actually itself going to bring in any money into the county.

“The businesses on the side of that ‘M1 motorway’ are presently saying ‘why would I want to do business with anyone in London because I operate here, that’s too far away from me’. But what you’re now saying is you can now do that with



superfast broadband, and there is a wake up to that.

“We find in our industry, generally speaking people no longer work from catalogues, which historically is the way purchasing has been. They now go straight to the internet. You have young people coming from school who have never seen a catalogue.”

With all the talk of what will businesses actually do with superfast broadband once they have it, the two most common words we hear are ‘cloud computing’.

With cloud computing, the panel was told, there was no software to purchase or install, and it could all be subscribed to in the ‘cloud’. And all server-based applications are also stored off-site, making costly on-site servers redundant.

With cloud computing, businesses can enjoy the best enterprise solutions, but at a fraction of the cost.

“You have young people coming from school who have never seen a catalogue”

But for cloud services to operate effectively, fast broadband speeds are needed. Utilising Pool Innovation Centre’s lightning speed, intY’s Naji Kanaan gave an effective demonstration on some of the applications.

A short video conference with colleagues up country was seamless in quality; while he also demonstrated just how easy it was to share large data files, working offsite as if you were in the office.

Cloud computing, said Herbert, also allowed businesses more time to concentrate on what really mattered.

“Let’s think about a small pottery business for example,” he explained. “They have a back room behind them with full of servers doing stuff, emails, storing files, voice telephone exchange etc.

“But they should be concentrating on making pots, not worrying about



servers. So what cloud services is about is emptying that room and making everything a commodity that you can plug into. And where they plug into it, doesn’t actually matter anymore. It’s not tied geographically to that building, they could do it at home, anywhere.

And with the cloud, you don’t need to buy these fancy (but costly) applications, you can pay as you use.

“We run nine servers,” said Pooley. “We have staff who work from home or from clients’ sites, and this technology will enable us to reduce our overhead costs. From day one Kelsall Steele won’t be taking everything into the cloud. You identify which areas are appropriate and gradually move across, and like Chris, our telephone system might be an early candidate, because people working remotely at either a client’s office or at home, will find that the technology is wonderful.”

Ashcroft enthused about Cisco’s TelePresence videoconferencing system. “With it all in high definition, after a minute of using it you feel like you are in the same room,” he said. “With superfast you can replicate that on a laptop or plug it into a huge plasma screen.

“TelePresence costs thousands for the whole kit, but in Cornwall you will be able to replicate that through the cloud at a fraction of the cost, between £5-25 a month.”

Herbert said the cloud is set to revolutionise communications. “You won’t need a phone anymore,” he said. “If you go into Microsoft HQ in Reading, there is not one phone in the building. If you start as a new employee, you get given a PC and that’s it. And it’s completely reliable.”

'Reliability' struck a chord with the delegates, with everyone agreeing that it was of paramount importance. Wilkinson spoke of his disappointment at the 'unreliability' of VOIP (voice over internet protocol).

"As a business, we tried VOIP two or three years ago and it was awful," he said. "And we lost customers as a result. I think there's a certain amount of negative attitude towards broadband as a result of mis-sold VOIP."

Royden agreed, saying that superfast broadband made voice on the internet an entirely different proposition.

This point excited Tregoning in particular, with many of his team at Classic Cottages regularly working from home.

"It pains me to have a telephone box next to my server," he said. "But telephone exchanges have been built to be utterly reliable. Servers are now catching up, the only thing been missing has been the quality of voice connection. And if superfast removes the problem with VOIP, that would be great and it allows me to take away my telephone."

"This is not a replacement for a PBX," said Royden. "And if someone just wants a phone system, that's what they have. It's far more a business tool and a communications device."

"But going back to what Mark said about Microsoft; if you're interviewing a graduate now for IBM, or Cisco, and say you'll desk will be there, they'll 'say what do you mean a desk? I don't need a desk'. Everybody expects to work remotely and in Cornwall it's very important, because it's why a lot of people do live here or would live here."



"Say you're a 25-year old computer science graduate, you've got a job with Microsoft on the R&D side of things. You can work in Cornwall and go surfing and have high speed connectivity and share all the information you ever wanted, or you can stay up in Reading."

"Business on cloud is a young business but really going to blossom in next 12 months"

The benefits that cloud technology can deliver are palpable for businesses large or small, new or old. Royden pointed out that initial start up costs for a new business in particular can be high and cloud can deliver significant savings.

"If you're a small business starting in Cornwall, you don't really want to spend a big chunk of money. A business with five or ten people, say, can go down the traditional IT route which could cost the company around £12K for everything including desks, equipment etc, or you can spend £25 per person per month and enjoy the flexibility this offers while your business grows. You get superfast connectivity, you have all the enterprise class facilities. It is a very strong message. You can bundle in the hardware as well."

Pooley was attracted by the savings his business could make on software by moving into the cloud. "At the moment we've got loads of laptops and PCs and each one of those has to have Microsoft Office on it, etc etc. Each one costs a fortune to update. With the cloud it's automatically updated."

Software is infamously expensive, with the full Microsoft Office package typically costing three or four hundred

pounds a shot. Herbert pointed out the advantage to companies of being able to instead subscribe to them through the cloud for about a tenner a month.

"Do you want to drop all your cash with PC World or keep it and spend it out of 30 months, bearing in mind that you're going to have to renew it anyway in three years time when they bring out the next version?"

"You can also buy software in bundles," pointed out Ashcroft. "You are also buying future proofing for when they bring out new versions. Business on cloud is a young business but really going to blossom in next 12 months."

There is a common misplaced perception that because your data is being stored off your premises out of your control, it is not safe. And Wilkinson admitted that the concept of cloud technology "makes me shudder a little".

"Everything we have at the moment is captured in our servers in the building so have total control," he said. "What makes me shudder is that I will have very little control if I put all my business activates outside in someone else's responsibility."

Herbert assured that the cloud was a lot more secure than on-site servers, with most security breaches being internal. "Cloud governance is an emerging topic of debate," he said. "And there are ISO standards coming in. It will be an important factor. You will need to ensure who you're buying from is fully accredited."

"For a company to say it is 99.9% safe, you can be damned sure they have a very good backup in place. To have this sort of reliability that can mirror this would cost you thousands. These are enterprise solutions to small companies at a price you can afford." ●



Contact
Tel: 01872 245245
Email: sales@bush-telegraph.co.uk
www.bush-telegraph.co.uk

Jess Billington; founder of treatalady.com provides her monthly round up of new businesses and news for entrepreneurs in Cornwall



Introducing...Yan Tan Tether

Charlotte has no sales pitch, no portfolio in her hand and no pre-prepared answers. Each question I throw at her she answers after thinking about it carefully.

Charlotte Ryall's company name is Yan Tan Tether so obviously my first question is 'what does that mean'?!

"It's an old English way of counting sheep," she explains. "It means one, two, three and it represents the three sides of my business: design, online, and social media."



What's the best thing about starting a business in Cornwall? Charlotte insists it's "the support – other Cornish businesses are so warm and helpful to one another."

With a background in design and marketing, it is a natural progression for Charlotte to move into her own area focusing on design (printed materials, branding etc), online (improving presence and website design) and social media

(custom Facebook pages and practical social media sessions.)

That makes Yan Tan Tether unique is their holistic approach. Whereas many companies focus on one specific aspect exclusively eg design, Charlotte is multi-talented and as is true with most women, she can multi-task!

It is unusual to meet a woman who is so good at the more 'techie' aspects such as coding. When I ask her about this she laughs and responds "I'm a closet geek and a gadget girl!" She pauses. "Don't print that!" she gasps, a little embarrassed.

I smile. Too late.

www.yantantether.com ▶

"I feel now I have the flexibility to follow what I believe"

What made Charlotte want to start a business? "I really wanted to follow my own vision to use my passion to benefit businesses," she says. "I've worked for other people for years and I feel now I have the flexibility to follow what I believe."

Beat the Loneliness

Working from home can be a difficult and daunting task and sometimes the loneliness and lack of routine really gets to you. The biggest thing people ask me about is how to manage this and not lose motivation.

Personally I am extremely outgoing and sociable. At my lowest point I even invited my local postman in for a cuppa, I was that desperate to talk to someone! Here is some of the advice I have collated from businesses who have been there and done it!

- Try and have a separate area in your home eg an office or spare room.

You will find it easier to focus and also to separate home from work. Avoid working on the sofa!

- Network as much as you can: a variety of online but also, face-to-face networking helps add a much-needed social element that sometimes, working alone, we lack.
- Make sure you get fresh air every day by going for a walk. Someone also recommended showering, getting dressed, leaving the house and 'walking to work'. You arrive back at your house and walk through the door as an office. It sounds crazy but your brain understands it

– then you do it again 'on the way home!'

- Know when to stop. You wouldn't work every hour in an office so why do you at home?!
- Get a pet – almost everyone I spoke to was an advocate of this. I have 2 adorable dogs that have helped me through some of the most insane moments.
- Always take a lunch break so you are mentally prepared for the long hours you will be working
- Get into a routine – get up at the same time each day, have breakfast, enter and leave the office at the same time etc so it feels like a real work place. ▶

It's that time of year again...

The annual Hub Awards are fast approaching for budding young entrepreneurs and businesses in Cornwall. The award categories are: Entrepreneur of the Year (under 30), Best New Business, Best Green Business of the Year and also, Employee of the Year (under 30). Entries take place by downloading the form online and then finalists go through to an interview session with a panel of judges.



A coveted award in the county, the Hub promotes innovation and entrepreneurship for young people (even the committee are young – well...under 30; does that still count as young these days?!) It's free to apply and the benefit to your business could be vast. So what are you waiting for? Visit www.cornwallhub.org for further information. ▶

Got a new business and want to be featured on this page or simply want a chat and some advice from someone who has been there and done it? – get in touch: jessica@treatalady.com

Party! Party!

Business Cornwall has some suggestions for the office Christmas party season

The harder you work, the faster time goes by. Well we must be working like Trojans, because it's that time of year again to start thinking about where to hold the annual festive office bash.

We have a number of suggestions from some of Cornwall's top venues, whether you are after a lively party night, quieter lunchtime affair, or even looking to hold Christmas in January, which is becoming an increasingly popular way to banish those post Christmas blues.

And while not wanting to put a dampener on anything, on page 27 we also have some crucial office party do's and don'ts! 



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Follett Stock Christmas Party Pointers

Outrageous behaviour: Can you sack an employee if they get completely ratted and make a spectacle of themselves? Be careful - If you encourage drinking then you can't be harsh on employees if they partake as this may lead to a claim for Unfair Dismissal. Make it clear before you start what is and is not acceptable.

Hangovers: Can you dock pay if people phone in sick with hangovers? Yes if you tell staff before the party that absence due to overindulgence will not be tolerated.

Harassment: Surely a quick grapple is OK? No. You can be held personally liable for the actions of a member of staff (or even a third party) who harasses another member of staff, even if it is outside of working hours. Such behaviour is never "just a bit of fun".

Loose tongues cost jobs: Harassment will include unfortunate comments about a person's age, race, sexual orientation or disability. Do not tolerate such attitudes or you could be personally liable.

Bah Humbug: What if people don't want to come? Not all religions celebrate Christmas, so don't make party compulsory or you could risk discrimination claim.

You're Simply the Best...: Don't make potentially binding offers of promotion or pay rises while drunk - you could be bound by them!

Could do better: Don't use the party as an excuse to appraise staff on their performance - it's potentially constructive dismissal if you say the wrong thing while tipsy.

Drink driving: You have a common law duty to take steps reasonably necessary to ensure safety of employees. This probably doesn't extend to making sure they don't drink drive on the way home from the party but may impact on your business' reputation (particularly if driving a company vehicle). Consider providing transport to/from venue (or at least have taxi numbers available).

The Morning After: Don't ignore complaints about gossip and remember to respect employee confidentiality. In the recent case of Nixon v Ross Coates Solicitors C was seen kissing and disappearing with male colleague at the staff party. She announced she was pregnant just weeks later. Colleagues speculated over the identity of baby's father so C resigned and claimed constructive dismissal and discrimination. She won.

Have a lovely time...

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Follett Stock Party Favourites - Cut Out And Keep

If all else fails try some wholesome party games. Here are some Follett Stock favourites:

Snapdragon: Pile raisins in a bowl of brandy, turn out the lights, set fire to the brandy, and then try to snatch the goodies out of the bowl and eat them while they're still alight. Last player not burnt to a crisp is the winner.

Reverend Crawley's game: You need at least seven or eight players, preferably more. You all stand in a circle and link hands - but not with the people on either side of you, and not both hands with the same person. This turns the group into a huge human knot, and your joint task is to untie it. You work together to step over each other, crawl under people's arms, climb through gaps, and so on - all without letting go of the hands you're holding.

The outcome is truly bizarre: the knot virtually always unties into a single ring of people holding hands in a circle (or, occasionally, two interlinked rings).

Moriarty, are you there?: They say physical exertion alleviates stress - see if this works: Two players are blindfolded and

lie face-down, head-to-head, holding each other by the left hand. Hand them each a rolled-up newspaper. Player 1 calls out "Moriarty, are you there?", his opponent replies "Yes", and the first player smacks him on the head as hard as he can with his rolled-up newspaper, (no peeking). Player 2 then takes his turn.

In practice, the game normally proceeds quite quickly to a deeper level in which one of the players secretly removes his blindfold and just hits his opponent repeatedly over the head. Proper etiquette in this situation dictates that none of the spectators should warn the victim as to what's going on.

Cockfighting: A bit worried about the violence in Moriarty? Try cockfighting instead. You and your opponent lie on your backs, side-by-side, with your feet pointing in opposite directions, and link your right arms at the elbow (ie, your heads will be next to each other's waists). Then you both lift your right legs vertically and hook them around each other. The winner is the one who can pull his opponent's heels over his/her head in a somersault.

If you need a disclaimer before you let your staff loose on the above, just give Follett Stock a ring! All games played at the reader's own risk.

Connected Cornwall

From leaping out of aeroplanes to attending restaurant launches, no one can say that the Cornwall business networking scene doesn't offer a diverse range of attractions

Chris Pomfret, chairman of the newly formed Local Enterprise Partnership (LEP) for Cornwall and Isles of Scilly, spoke to members of the Senior Executive Forum on last month, at the Headland Hotel Newquay.

Pomfret explained the structure of the LEP, telling members how they could get involved and benefit from the partnership.

And he had a positive message for Forum members. "I am told that Cornwall has grown faster in the last ten years than anywhere outside London,"

he said, "We want to maintain that growth and are looking forward to working with businesses large and small to do just that."

Also this month we feature photos from the latest LESW charity skydive, where a number of local businesses helped raise some £3.5k for Cornwall Community Foundation, Cornwall Befriending Scheme and Carefree Fostering Independence.

Meanwhile, it was altogether a lot safer at the St Moritz Hotel near Rock, for the launch of its new restaurant Sea Side.

And finally, three photos of Cornwall's Smiliest Company – Real Ideas Organisation (RIO) – who won the inaugural competition, set up by St Agnes-based denture clinic, Changing Faces Cornwall.

As a result of the win, ten members of RIO were treated to a VIP trip to the Hall for Cornwall for a drinks reception and tickets to see stand-up comedian, Jimmy Carr. 📍

Senior Executives Forum



All captions L-R 1 Tim Bryant (YTKO), Gavin Poole (Foot Anstey) and Mike Reynolds (A&P Falmouth) 2 Sue Bradbury (SBPR), Andrea Hichens (Pirate FM) and Linda Whittaker (Cornwall Community Foundation) 3 Peter Child (A&P Falmouth) 4 Douglas Webb (Cornwall Care) 5 Jenny Rudge (Careers South West) 6 Peter Lamble (Coodes Solicitors)

LESW Charity Skydive Challenge



1 Nick Wellstead (TBS Cornwall Planning) 2 Coming in to land 3 Robin Van Der Bij (Ecohouse) 4 Spectators
5 Tim Hendy (Liminal Design) 6 Tom Willoughby (Redfuse Internet)

Sea Side Launch



1 Thelma Sorensen (Cornwall Business Partnership), Gaynor Coley (Eden Project) and Daphne Skinnard (BBC Radio Cornwall) 2 Malcolm Bell (CE Visit Cornwall) and Hugh Ridgway (St Moritz Hotel) 3 Ed Hughes and Jon Humphreys (Sharps Brewery) and Louisa (F&B Manager)

Cornwall's Smiliest



1 Paula Winzar and Kirsty Wick (RIO) 2 Samantha Webber and Martin Docking (Changing Faces Cornwall) 3 Jack Lathan-Byrne and Matt Duff (RIO)

The last word

Mark Wilson – HotelDirect.co.uk

Name: Mark Wilson
Company: HotelDirect.co.uk
Job title: Company Director

What did you want to be when you were young? **An artist.**

What was your first full time job? **Account Executive at KMP Humphrey's Bull & Barker – a London ad agency probably best known for coining the phrase 'Probably the best lager in the world'. I worked on less lofty campaigns like Butlins – though we did at least get to blow that up in one commercial.**

What is your favourite book? **Most of the reading I've done in recent years is bedtime stories with my children and it is hard to beat Roald Dahl. Michael Morpurgo and even David Walliams would be runners up but not in the Mr Dahl's league.**

What is your favourite film? **I have quite a few of these but I have to say *The Good, The Bad and the Ugly* which I've loved since the first time I saw it about 35 years ago.**

What is your favourite restaurant? **Kettners in Soho. Burgers, champagne and salubrious surroundings – what more could one ask for!**

How do you like to relax? **Walking my dogs along the coast path in West Penwith and getting in the water during summer.**

If you could build a house anywhere in the world where would it be? **Cape Cornwall.**

If you could be a superhero, what superpowers would you like to possess? **It has to be flight. Ten minutes would be wonderful.**

Who was your teenage pin up? **Debbie Harry. Collected cereal packet coupons for a big wall poster. My older brother ribbed me mercilessly about it.**

Can money buy happiness? **Not as such but it can probably buy you more opportunity for happiness.**

Most annoying TV personality? **Everyone on *Celebrity Big Brother* – but then that is the whole point of the show.**

What has been the best moment in your career? **Some years ago I worked on a development for six months – we turned it on one afternoon and the same day revenue increased 60% and profit doubled. I've been trying to repeat that success ever since.**

What has been the worst moment in your career? **A moment that precedes my career comes to mind. My A-level portfolio of artwork was rejected by the Ruskin School of Fine Art which was the end of my artistic ambitions.**

What's the greatest invention ever? **Aircraft – you have marvel at the unlikely-ness of jet airliners.**

If you only had £1 left in the entire world, what would you spend it on? **A pencil and paper. I'd draw something and sell it.**

What's the best thing about Cornwall? **The ocean.**

What is the most valuable lesson you have learned in life? **I cannot say that I properly live by this lesson but as I get older I think Einstein had it about right when he said: 'Only a life lived for others is worth living'.**

What makes you happy? **I think simple pleasures. A joke shared with one of my children – that sort of thing.**

What makes you angry? **Meanness. There is a lot of it about from pomposity and ill-tempered service in restaurants to incredible outbursts of road rage.**

What could you not live without? **Sleep (not to mention air, water and Smith's Bacon Fries).**

What's your favourite holiday destination? **Australia though recent trip to Tuscany makes that a close second.**

Describe yourself in three adjectives. **Older, slower, wiser.**



Next month

In the November issue of Business Cornwall, we will be examining the importance of image awareness and branding for Cornish companies. If you are creative design company and would like to promote your services, please contact Nicci on **01209 718688**

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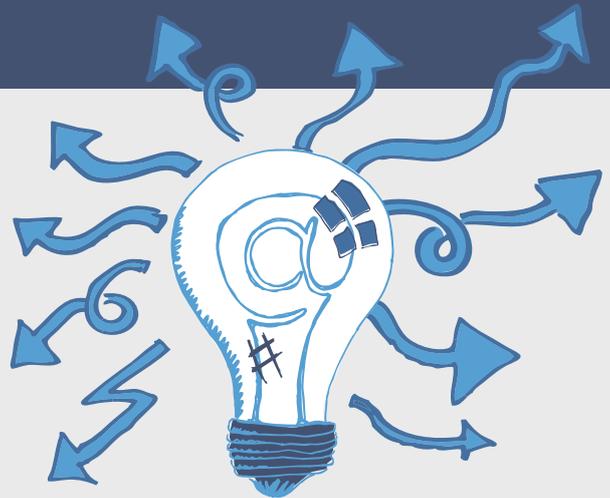


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