

Business Cornwall

Issue 55

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November 2011



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Airport MD Al Titterington

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Waiting for takeoff?

Newquay Airport is rarely far away from local headlines, especially the debate of who should own it.

Most people are agreed, the Council included, that a commercially-focused entity such as the airport should be in private hands.

However, finding a buyer in the current economic environment would not be easy, while another question is that should it be sold at the bottom of the market anyway, in what could amount to a 'fire sale'.

With the number of people flying out of Newquay declining, there are fears from some quarters that the whole viability of the airport is at risk. PricewaterhouseCoopers is currently undertaking a Council-commissioned review of the airport, but the Council maintains that this is to explore investment opportunities and options for the airport.

The Council insists that the airport has a vital role to play in Cornwall's economy and its future is not doubt, only its ownership.

The airport's MD, Al Titterington, is also convinced that Newquay Airport has a strong future, and talks to us this month in the Face to Face interview.

While these are undeniably challenging times, Titterington explains how opportunity comes out of adversity, and speaks of some of his hopes for the airport going forward.

The recently announced Newquay Aerohub has undeniably strengthened the airport's hand, but even without the Enterprise Zone, Titterington insists the airport would still be a viable proposition.

Also in this month's magazine, we profile Cornwall's talented design industry and explain why it is so



important for all companies to have a strong corporate identity.

On page 14 we review the recent Carbon Matters event at the Eden Project, while on page 18 we also take in last month's Outset Cornwall conference. ▶

Nick Eyriey

Digestgeneral

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Supermarket sweep?

A new law came into force last month meaning for the first time supermarkets are able to sell consumer legal services.

The Legal Services Act, dubbed "Tesco Law", means non-lawyers are now able to invest in and own legal businesses.

The Government says the change will offer the public more choice and better value. Some critics, however, fear that it could have dire consequences for good quality, local legal advice.

Jeremy Harvey, managing partner at Coodes Solicitors, said while specialist solicitors will always be able to offer a better service, they cannot afford to be complacent.

He said: "Law firms need to think commercially and consider their position in a market place which is soon to become saturated by family-favourite brands which consumers have come to trust.

"Although likely to offer a superior service, ultimately it is all about client perception. Law firms will need to



▶ **Jeremy Harvey: Warning**

consider how they present themselves to ensure that the message about service and value for money is put across clearly to the legal market." ▶

Rise in M&A value

Despite a fall in the number of merger and acquisition deals in the UK so far this year, the value has gone up by 15%.

That's according to global information services company Experian, which revealed that the total value of UK mergers, acquisitions, flotations, rights issues and placements was £181.4 billion in the first nine months of 2011, an increase of 15.7% on the same period in 2010.

And this was despite the overall volume of deals falling by 6.7% to 3,169.

Here in the south west, in the first nine months the number of M&A deals decreased from 474 to 392, but in line with the national trend, value rose – from £12.9 billion to £28.4 billion. ▶

UCP's best start-ups

The achievements of some of Cornwall's newest business leaders were recognised last month at the inaugural Unlocking Cornish Potential (UCP) Graduate Business Start-up Celebrate Awards.

From a shortlist of 18, five award winners were unveiled at a ceremony held at the Princess Pavilion in Falmouth.

Emily Anderson from Sideways Collective received the Exciting Future Award, while Mark Robinson took home the Most Innovative Start-up accolade.

Redfuse's Mark Grice won the Best Digital Start-up Award, while Tom



Telford from 3WhiteHats received the Graduate Start-up of the Year prize.

Craig May from Keep it Cornish was named Entrepreneur of the Year. ▶

Dealership in illustrious company

A Cornish company has been named as one of the largest mid-market private companies in the country, in the latest Sunday Times HSBC Top Track 250.

Helston Garages sits alongside such household names as Manchester United, Selfridges and Aston Martin, in 79th place on the league table, up from 88th last year.

According to the figures, to the year end December 2010, Helston Garages

turned over £319.1 million and posted an operating profit of £10.1 million.

While there are no other Cornish-owned companies in the ranking, two companies from across the Tamar feature – discount retailer The Range in 138th place, and fellow Plymouth-based company Princess Yachts International in 179th, on sales of £206.4 million. ▶

Camborne BID steps up a gear

A Camborne Business Improvement District (BID) is a step closer to reality following the publication of its draft proposal.

The 20-strong BID Camborne Steering Group has circulated details of its plans to local business rate payers, for spending a budget of nearly £600k over five years, aimed at providing a major fillip to business in Camborne.

Feedback from the draft proposal will then be used to shape the final proposal,

which will be published in January, followed by a vote in February.

Steering group chairman George Le Hunte said: "This latest consultation is crucial to the production of the final proposal. We've listened to what people have said and developed our ideas on the basis of this." ▶

60 jobs lost in Tintagel

A Tintagel-based organic chemicals lab is set to close down with the loss of 60 jobs.

While the American owners of Thermo Fisher Scientific insist that no final decision has been taken, it is proposing to relocate its Cornwall operation to its UK HQ in Loughborough.

It is reported that the plant, formerly known as Maybridge Lab, will close within the next six months and that all workers will be given the option to move to the Midlands.

In a statement the company said: "We will carefully consider all available options before moving forward with the transfer of our Tintagel operations.

"In the meantime, we appreciate the continued commitment of our employees to serving our customers' needs." ▶

Briefs

Fit first: Falmouth-based childcare company Fit 'N' Fun Kids triumphed at the national Nursery World Awards. The company won through in the business development category, having scooped the team development award the previous year.

Pass first: Purnells Insolvency Practitioners graduate recruit Alessandro Sidoli has achieved his Certificate of Proficiency in Insolvency qualification (CPI). The CPI exam is notoriously difficult to achieve, and often takes candidates a number of attempts to gain the qualification, but Sidoli managed it at his first attempt.

Silver lining I: Duck Soup director Mandy Davies scooped silver at the annual NatWest-sponsored Mumpreneur awards, for her Dicky Bag concept – an airtight neoprene bag for dog mess. The Dicky Bag has just been granted a UK Patent and a USA Patent.

Silver lining II: In the same week that it marked its seventh birthday, Pool-based local property specialist PSG Cornwall serviced its 25,000th property transaction with its recent instruction from Heltson-based law firm, Borlase and Company.

Go west: St Austell-based ST Pearce Accountants has opened a second office, in west Cornwall. The company, which is run by father and son team Simon and Keiran Pearce, has set up in Commercial Street, Camborne, taking over the practice of RN Coldham & Co who has retired.

In line: TRAC has been shortlisted in two categories in the TOPRA (The Organisation for Professionals in Regulatory Affairs) Annual Regulatory Affairs Awards. Winners will be announced at a special event in London on November 24.

Quality: Law firm Peters Langsford Davies has received the mark of excellence for the home buying process. Following a rigorous assessment by the Law Society, the Launceston-based practice has secured membership of the Conveyancing Quality Scheme (CQS).

Local lawyers in Legal 500

A number of Cornish law firms have been named in the Legal 500, the definitive national guide to the legal profession.

Stephens Scown, which is described as a 'regional heavyweight', "rates highly even compared to London firms" for its work in the corporate and commercial sector, while there are also mentions for Murrell Ashworth and Follett Stock.

In the commercial litigation category, Foot Anstey's David Turner is "highly rated", while Follett Stock's "impressive" Sarah Dell provides a "clear strategy and realistic goals", and team head Chris Lingard is also recommended. There are also further mentions for Stephens Scown.

In banking and finance, Foot Anstey is said to "deal effectively with sensitive situations" while Stephens Scown's insolvency and corporate recovery team is praised for its "experience".

Follett Stock's employment law team is described as "first rate", while Stephens Scown also receives an honourable mention.

Stephens Scown is "highly recommended" for its work in the energy sector, while Katie Ashworth's team at Murrell Ashworth is also highlighted.

Follett Stock's Richard Scrase is noted for his public law litigation work, while the Legal 500 says Foot Anstey



Chris Lingard: Recommended

provides an "excellent level of service" to clients such as Cornwall Council, with Mark Chanter described as "confident and honest".

Follett Stock and Stephens Scown are also mentioned for their work in the commercial property sector in Cornwall, and again in property litigation, while Follett Stock's Lucy Morgan is recommended for her IP work.

Other Cornish law firms to be acknowledged in the Legal 500 include Falmouth-based practice Preston Goldburn's clinical negligence team, while Coodes' Richard Pollock is described as "warm, friendly, and professional" for his work in personal tax, trusts and probate issues.

'Modest' rise in activity

According to the latest Lloyds TSB South West PMI, the region reported increased business activity in September.

The rate of expansion was modest, but nonetheless improved on the contraction in output recorded in August.

The increase in activity was supported

by a stronger rise in new business. However, expansion was largely confined to the manufacturing sector, with service providers noting a decrease in output and a broadly stagnant level of new work intakes.

Distributor spills into Devon



Mitchell and Webber: Expansion

A Cornwall-based oil distributor has expanded across the Tamar, opening its first Devon depot.

Scorrier-based Mitchell and Webber has invested £400k in the facility at Holsworthy, which has a storage capacity of up to 300,000 litres of derv, gas oil and kerosene.

The expansion includes the creation of three new jobs and the acquisition of a new tanker – one of an initial two to be based at Holsworthy, with the company hoping to double that in the coming months.

Events

November 3

Better Business Club
St Michael's Hotel, Falmouth

Tel: 01209 216006

November 8

Road to Manufacturing Excellence
Pool Innovation Centre

Tel: 0845 608 3838

November 10

Cornwall Marine Network Annual Member Meeting
National Maritime Museum, Falmouth

Tel: 01326 211382

November 14

Finance for non-Financial Managers
Truro College, Carnon Downs

Tel: 01872 242711

November 22

Cornwall Chamber Breakfast
Falmouth Beach Hotel

Tel: 01209 216006

November 24

Export Cornwall Annual Celebration
Headland Hotel, Newquay

E: exportcornwall@uktisouthwest.org.uk

November 24

The Hub Awards
Atlantic Hotel, Newquay

SOLD OUT

December 1

Bank of England Meeting
Penventon Park Hotel, Redruth

Tel: 01209 216006

December 2

Winter Wonderland Christmas Party
Tate Gallery, St Ives

Tel: 01736 796226

To publicise news of your event here, please email news@businesscornwall.co.uk

Miller aids Seasalt switch

Cornish clothing company Seasalt has expanded into new warehouse premises on the Treleigh Industrial Estate in Redruth.

Since opening its first shop in Penzance, the company has grown into a major national brand, with stores across the south west.

The company's success meant that by 2009 it had outgrown its warehouse and offices in Penzance and Falmouth and needed much larger centralised premises.

Chartered Surveyor Miller Commercial was tasked with finding a suitable building in the right location. Brian Botting, partner at Miller Commercial

explained: "We needed to find a unit large enough to house the stock for Seasalt's growing wholesale and online markets.

"Having undertaken a comprehensive search for existing premises we concluded the only viable option was to negotiate with developers for a brand new unit. We worked with Priority Sites to build an environmentally friendly facility with more than 20,000 sq ft of storage at Treleigh Industrial Estate in Redruth. We also organised a building surveyor to oversee the work and make sure it was tailored to Seasalt's individual specifications."



► Spacious: Brian Botting (l) with Seasalt director Leigh Chadwick

Seasalt has now moved all its stock from Penryn into the new warehouse. The whole process took 15 months from start to finish. ►

Road to future prosperity?

Cornwall Council has submitted a £16 million funding bid to the Department for Transport for a major transport scheme that would generate investment opportunities worth more than £300 million.

The £27 million Camborne Pool Redruth scheme is forecast to release more than 5,500 new jobs and 7,500 homes over the next 20 years.

The road will provide a new East West link from Dolcoath to Dudnace Lane across the Red River Valley and from Dudnace Lane to Wilson Way.

Nigel Tipple, chief executive of Camborne Pool Redruth Regeneration Company, said: "The Barncoose Link Road and recently constructed East Hill junction improvements have unlocked the

employment potential of key development sites in CPR.

"This further investment, if approved, will assist in attracting further investment and much needed jobs in the area. Delivery of the major scheme would provide access to key employment and housing land."

The Minister's decision is expected by the end of the year. ►

Doors open on Old Carriageworks



► Crowd pleaser: Opening ceremony

Local MP Sherryl Murray has officially opened the Old Carriageworks in Lostwithiel.

The project is the final phase of the Brunel Quays development and comprises

eight loftstyle apartments, six of which are sold or reserved with just two remaining for sale.

The conversion also includes a new state of the art dental surgery, ten further fully-serviced offices with a communal reception and boardroom.

John Wombwell, MD of Wombwell Homes, whose original concept the development was, said: "We hope we have now given this wonderful building a further 150 years of life following on from its original build date of 1859." ►

Housing market remains flat

The south west housing market remained subdued during September as supply to market and buyer demand remained flat, according to the latest RICS UK Housing Market survey.

New instructions, which indicate supply levels to the market, increased slightly, with 5% more surveyors reporting supply

of property rose rather than fell. While in positive territory, this is still a relatively muted reading, suggesting that supply is still somewhat stifled in the region. ►

Hotel receives RICS award

Senior members of RICS visited the Cornwall Hotel and Spa in St Austell recently to present the South West 2011 Regeneration Award to the team responsible for its restoration and conversion.

The winning announcement was made at the beginning of May and the visit provided the opportunity both to celebrate and present the award which recognises the project's success in sensitively converting a dilapidated Regency house into a 65 bed, boutique 4 star hotel. ►



► Recognition: RICS members

Datasharp trials Siemens platform

Global communications giant Siemens has approached Truro-based Datasharp UK to be its preferred partner in the UK to trial its latest Unified Communications software platform – V9 OpenScape LX.

As Siemens' largest UK reseller, Datasharp was selected to beta trial the leading edge technology and provide valuable feedback to Siemens before national rollout.

Siemens has asked Datasharp to run its latest platform in a virtualised environment, which includes all aspects of communications and web collaboration.

Datasharp's technical director Allan Williams said: "This is a highly innovative



▶ Allan Williams: "Delighted"

platform that we have deployed throughout Datasharp HQ and we are delighted to be working with Siemens assisting with their R&D."

Tel: 01872 266666 ▶

New business on the cards

A new greeting card venture has been set up by the person behind the design-thoughts graphic design business.

Nicci May, who established design-thoughts two years ago, has brought out a collection of ten greeting cards inspired by the Cornish coast.

She hit upon the idea from time spent at

the beach, finding small pieces of washed-up pottery, which when turned over would reveal beautiful patterns, which she has now transformed into card designs.

The cards and designs recently featured at the exhibition StudioFourSeven, with 10% of sales going to Surfers Against Sewage. ▶

A Beano of a website



▶ Colourful: Brennan cartoon

Hayle-based human resources firm Sapience HR has launched its new website, which features cartoons by a renowned Beano artist.

ABG at war

Penryn-based design agency Aukett Brockliss Guy (ABG) has completed a contract for an external wayfinding and signage project at the Imperial War Museum in Duxford.

Following a review of all on-site visitor communication and a research programme

The website was project managed by UCP graduate Becky Palmer, and allows users to keep up to date with the latest employment news through a blog and social media channels, while providing a colourful side with the cartoons.

The cartoons have been exclusively drawn for Sapience by Cornwall-based Beano artist Nick Brennan. Brennan has worked with Sapience HR in the past on projects, providing an unusual and comical style to traditional topics.

He said: "I've had a brilliant time working with Sapience adding a bit of humour into their adverts. It's been fantastic seeing a local business growing and becoming more successful, and being given the opportunity to contribute to their website with caricatures of the staff was great fun." ▶

undertaken by ABG, the new scheme has been launched with great acclaim at the popular museum attraction.

The finished product helps improve navigation and the quality of visitor experience.

Tel: 01326 376560 ▶

Briefs

Perfect prose: A leading local neuro-linguistic programming (NLP) practitioner has brought out a new book – How to Build an Ark. Rather than speaking of boatbuilding skills, the work, penned by Evolution director Martin Crump together with Cheshire-based Matthew Theobald, focuses on 'project leadership' of people. NLP is a system of techniques that can be used to affect behaviour, implement organisational change and improve communication. Tel: 01872 555939.

Local solution: A new Cornish venture has entered the fast-growing online voucher industry. Padstow-based SeeLiveDo is putting a local angle on a concept popularised by the likes of Groupon and Living Social, offering group discounts on a range of products and services.

Box to box: A former teacher from Truro launched her second business last month at the Penventon Park Hotel Wedding Fayre. Vicky Johnstone's Little Busy Box business specialises in a range of children's wedding favours, designed to keep them entertained throughout the reception. It follows on from her Postbox Cards & Parties venture, which specialises in children's party essentials, cards and invites.

Petition: An online petition has been set up in support of proposals to establish a space science park at Goonhilly. Plans were first unveiled at the beginning of the year to redevelop the former BT satellite earth station site on the Lizard. It is hoped that the scheme could help create 750 jobs over the next ten years. www.petitionbuzz.com/petitions/goonhilly

Going mobile: More than 100 people attended the south west's first Mobile Marketing Conference at the Eden Project, last month. Delegates heard from seven expert speakers who all imparted hints, tips and industry insights into key areas of mobile marketing.

Fal seminar success

A seminar designed to help boost the quality of visitor information in the Fal River area is being hailed a success.

The event, which took place at the National Maritime Museum Cornwall, was organised by the Fal River Visitor Information Centre (FRVIC) team.

The seminar featured a series of short lectures from over 30 visitor service

providers and covered winter events, including the Fal River Autumn Walking Festival and Christmas markets, to attraction opening times, public transport services, Fal River Links and the activity providers. ▶



▶ Talk: Cornwall Ferries MD Tim Light

Invest now or pay later

Hotel and guest house owners are being urged to take advantage of tax breaks on capital investment before they are significantly reduced from April next year.

The warning comes from the hotels team at chartered accountant Francis Clark with Winter Rule.

At present, hotels and guest houses qualify for 100% tax relief on plant and equipment investment up to £100k. But

from April 2012, this will be capped at £25k expenditure and the relief will drop to just 18% per year.

Tom Roach, tourism team leader in Francis Clark's Truro office, said: "We have been surveying Cornwall's accommodation sector for 20 years and what we've found over the last 12 months is that those businesses that have invested in their product have done better than those that haven't.

"But the tax reliefs available to them will be significantly reduced next year, so our message is those businesses that can afford to invest should do so before April." ▶

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Alpaca farm sees the light

An alpaca and cattle farmer from mid Cornwall is reaping the benefits of renewable energy after investing in solar PV technology.

Su Tune, who has a farm near Roche, was looking for opportunities to make an investment and with interest rates on savings at a record low, she turned to solar power.

The 33 kw solar photovoltaic system situated on her 250 square metre farm building is one of the first to be fitted by Solen Energy UK, and will not

only provide free electricity but generate between £10k and £17k per year through the Government Feed-In Tariff.

Tune said: "It was a prime opportunity. We couldn't have asked for a better positioning in terms of sunlight, and I liked the idea of being able to create my own power.

"If I had a river on the farm, I would have also invested in hydro-electric power."

She invested just over £100k on installing the system. While she has relatively low energy consumption for an agricultural



▶ Installation: Su Tune with Solen's Kevin Wood

business, she expects to receive payback within ten years, and within the next 25 years make a further £150k.

Tel: 01726 862470 ▶

CEP extends solar scheme

Three months after launching a £20 million investment package for community buildings in Cornwall, Community Energy Plus (CEP) has extended the scheme.

The Cornish sustainable energy charity is now broadening its offer of free solar panels into Devon, as well as including businesses and non-commercial organisations.

Explaining the decision to expand the initiative, sustainable energy projects

manager Neil Farrington said: "With uncertainty surrounding the Feed-in Tariff rates from April 2012, the future of commercial and privately financed schemes cannot be determined.

"We want to ensure that as many local communities as possible take advantage of the feed in tariff while it exists. While we initially focussed the scheme on community buildings in Cornwall, the demand

and finance available has given us the opportunity to expand the scheme into a wider area and to a more inclusive range of buildings."

Buildings taking up the offer will be able to take advantage of free electricity generated by the systems ranging in size from 2 kW to 50 kW but unlike other 'rent a roof schemes' will also receive an income from any electricity not used within the building that is exported to the National Grid. ▶

Brisk business for Eco Outsource

A new green business venture is helping transform the way Cornish businesses approach their environmental efforts.

Eco Outsource, launched earlier this year by Joanne Upton, is a green consultancy offering environmental support

to small and medium sized enterprises across the county.

She took the brave step to start the business after receiving advice and support from the Outset Cornwall programme.

She said: "I am delighted with how Eco Outsource has grown and developed.

The one thing I have learnt so far is that people genuinely want you to succeed, it's a fantastic feeling.

"There are challenging times ahead for business, economic downturn aside, the Government has set demanding carbon reduction targets which will eventually impact on all businesses, including SME's." ▶

Counting carbon

Small businesses in Cornwall now have the tools they need to count their carbon usage in order save money and increase sales.

CarbonMate is the brainchild of local businessman Neil Roach, who hit upon the idea following growing moves by the Government towards carbon accountability.

The CarbonMate is a software tool which allows companies to calculate their carbon consumption, giving them a competitive edge when tendering for contracts, particularly from the public sector, which is coming under increased green obligations in its procurement processes. ▶

Carbon management course

Businesses in Cornwall are set to benefit from new training to help them reduce their carbon footprints.

The Eden Project has joined forces with Cornwall College Business and the Environmental Skills Network to create the new course – Carbon Management in the Workplace.

The one-day programme, which leads to a nationally-recognised qualification, gives people practical skills on cutting carbon emissions in the workplace, at home and in the community.

To find out more or book a place, call 0800 731 7594. ▶

Award for green scheme

Cornwall Council's Clear About Carbon scheme has been bestowed a top national award.

The Convergence-funded initiative was recognised at the ESF Sustainable Development Specialist Project Leader Awards.

Clear About Carbon is focusing on new ways to increase commercial opportunities that are linked to carbon reduction within businesses and the public sector. ▶

A tasty first year

Local catering company Miss Tea celebrates its first year in business this month, with an impressive list of clients and events catered for in the pot.

"It has been an incredibly exciting and overwhelming year which has been full of challenges," said 'Miss Tea' Sarah Talbot. "The learning curve has been more of a vertical line!"

In the past year, as well as providing catering for many Cornish companies and charities, Talbot has cooked a four course meal for an MP and 30 guests, acted as in house private chef for several

high end self catering companies, created 1,000 canapés for a VIP party, and cooked for a BBQ in a cow shed where she had to build a kitchen out of 'things' found around a farm yard!

She added: "I have built a fantastic network around me, and must pay particular thanks to David Aaron of Straight Talking Business who is my mentor, Cornwall Staff Agency who have a brilliant network of service staff and chefs which has allowed my company to be as big or as small as needed."

Miss Tea is looking forward to the



▶ Miss Tea: One year old

future with private bookings now going into May 2013. ▶

New labelling laws could prove 'costly'

New EU rules on product labelling being introduced could prove 'costly' for Cornwall food and drink producers, according to one industry-specialist lawyer.

Simon Gawler, head of the food and drink team at legal firm Stephens Scown, believes that although it will be clearer for consumers, it may be expensive to implement. Some estimates place the potential cost of changes to packaging to as much as £7k per product.

He said: "Bringing in the rules over the next few years will certainly help local producers to get used to the changes and there is still a lot of time, but it's fair to say that for some businesses in the south west, it may be a big outlay in terms of increased packaging costs."

The new rules will mean that labels on packaged food will have to detail energy content, fat, saturated fat, carbohydrates, sugar, protein and salt in tabular form and expressed per 100g or 100ml. Producers will also need to use a minimum font size on labels.

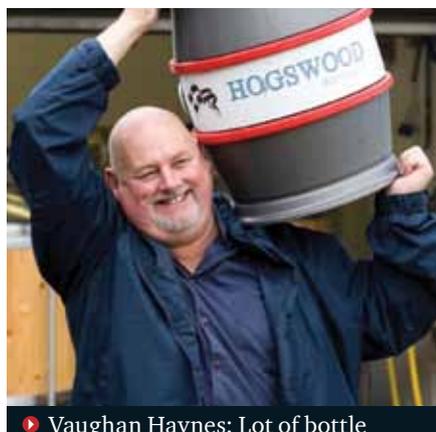
Separate to this EU legislation, last month new legislation came into effect relating to the sale of fixed sizes of unwrapped bread by bakers and retailers and non pre-packed alcohol in the UK from licensed premises.

Under the new regulations, unwrapped loaves of bread can be sold in any size by bakers and retailers.

There are also changes for licensed

premises. Draft beers and ciders are able to be sold in a new specified quantity of $\frac{2}{3}$ pint, as well as the current $\frac{1}{3}$ pint and $\frac{1}{2}$ pint and multiples of $\frac{1}{2}$ pint. ▶

Brewing up a business



▶ Vaughan Haynes: Lot of bottle

A former architects' assistant has turned his passion into a successful business and launched a micro brewery with the support of the Convergence-funded Outset Cornwall programme.

Vaughan Haynes turned to Outset Cornwall for advice having been made redundant from his architects' assistant post, and soon launched St Agnes-based Hogswood Brewing Co.

He now produces a range of six regular cask ales, while continually working on recipes for seasonal and special ales, the latest two being, Harvest Moon, an ale made from green hops and 'Ambiguous', a dark IPA.

He said: "I found the course informative, very friendly and welcoming and in an informal environment. The programme content was delivered confidently and in a way that was easily understood and staff were easily accessible for individual consultation when necessary." ▶

Fresh fruit to order

River Cottage Canteen & Deli is joining forces with Saltash-based Tamar View Fruiterers to create an improved food network to enable small scale producers of fruit and veg to supply seasonal produce to its new canteen kitchen in Plymouth.

River Cottage Canteen & Deli opens at Royal William Yard this month, based on the successful River Cottage Canteen & Deli in Axminster, which was originally set up by Hugh Fearnley-Whittingstall.

Tamar View says the Devon and Cornwall food transport network is a natural development for its business and will enable small scale producers to supply the canteen in an efficient and sustainable way.

"Really this is an extension of the service we already provide," said MD David Barrett.

"We are passionate about local produce and have 19 vans that travel up and down the country daily from Penzance to Cullompton collecting produce." ▶

Bravery award for Newlyn fisherman

A Newlyn fisherman has received a reward for bravery from HRH The Princess Royal.

Shaun Edwards, skipper of the fishing vessel Nova Spero, and his crew battled for seven hours through gale force winds last October, to rescue 47 passengers and crew on a dismasted sailing ship drifting 100 miles south west of the Isles of Scilly.

In recognition, Edwards was presented with The Lady Swaythling Award for his skill and gallantry by HRH The Princess Royal.

The Shipwrecked Mariners' Society's Skill and Gallantry Awards, made annually since 1851, recognise the UK's unsung heroes who risk their lives in dangerous sea rescues or display outstanding seamanship skills.

Chief executive of the Shipwrecked Mariners, Commodore Malcolm Williams CBE RN said: "Shaun Edwards and his crew, Richard Nudd, David Fyfee and Lewis Diamond displayed superb seamanship and selfless bravery in treacherous conditions. The rescue



▶ Shaun Edwards: Bravery award

demonstrated all that is best in the seafaring tradition." ▶

Lay-up capacity increased

Lay-up capacity at Mylor Yacht Harbour is being increased by 21% with the creation of 90 additional boat storage spaces at the top of the valley.

The £95k project was scheduled for completion by the end of October, in time to take full advantage of winter lay-up requirements.

Covering a two-acre site, the project has involved detailed planning permission and the movement of hundreds of tons of earth to create the flat hard standing area for boat lay-up.

The new shore berths, developed over the last four months, will have full access to electricity and water, with sophisticated security safeguards including comprehensive CCTV coverage and lighting.

"This latest investment brings our lay-up capacity to a total of 510 boat spaces," said Mylor Yacht Harbour owner Roger Graffy.

"Boat owners using this extended facility over the winter will also have immediate access to our full range of facilities and services for annual maintenance,

shipwrighting, GRP repairs, bespoke fittings, engineering and electrical work."

He added: "Demand for Mylor Yacht Harbour's services is at an all-time high and we are constantly reinvesting in upgrades and additions to ensure that our customers continue to enjoy the best possible facilities and service."

Earlier this year, the company completed a £200k development programme that included raising the level of the car park and a facelift for the shower and toilet block used by berth holders and visiting yachtspeople. ▶

Foreign visitors head for Cornwall



▶ Visitor: Anemone prawn

Divers have recorded two species of prawn and blenny in Devon and Cornwall for the first time.

Volunteer divers from Seasearch made the discovery over the summer

as they recorded the state of the UK's inshore waters, and the rare and unusual marine life that lives there.

Two relatively recent additions to the British marine fauna are the black face blenny and the anemone prawn.

These two southerly species more commonly occur in shallow seas on the continent.

Chris Wood, who co-ordinates the Seasearch project in the UK and Ireland for the Marine Conservation Society, said: "Now they're here, they seem to be spreading in suitable habitats along the coast." ▶

CMN workshops

A series of free jobseekers workshops have been launched to help Cornwall's 8,300 unemployed people secure work.

Cornwall Marine Network (CMN), which has a proven track record in creating career pathways into the marine industry, is extending its specialist expertise to

support anyone in Cornwall and the Isles of Scilly who is seeking work in any sector.

Its three-day jobseekers workshops aim to hone job-hunting skills such as interview techniques, completing application forms and writing covering letters, as well as how to increase your confidence when approaching employers.

Tel: 01326 211382 ▶

Technology on the agenda

Delegates at last month's Marine Conference 2011 heard about some of latest technologies and developments currently affecting the sector.

The event, hosted by the Falmouth Marine School at the Pool Innovation Centre, featured a number of high profile speakers including Adam Corney, the marine commercial director at Plymouth University, and Regen SW programme director Jonny Gowdy, who spoke about the opportunities presented by the emerging offshore renewable energy market.

Other topics up for discussion at the conference included composite processing, carbon management, lean principles and applying innovation. ▶

New board for Cornwall Farmers



▶ Dr Geoffrey Vernon

Cornwall Farmers has unveiled its new eight-strong board of directors.

The £70 million co-operative voted at its annual general meeting in March to diversify its board structure following a review.

The new board formally took up duties at the end of September under new

chairman Dr Geoffrey Vernon. Dr Vernon has been a board director of CF since 2007 and succeeds Peter Thomas who has stepped down after three years in the role.

He said: "These new appointments strengthen the breadth and depth of experience, skills and commercial acumen available to Cornwall Farmers."

Cornwall Farmers' new board includes two executive directors, four member directors and one professional independent director. The executive director posts are held by chief executive Simon Birch and director of finance Andrew Knott.

The four new member directors are Jeremy Oatey, Ian Tremain, Rex Ward and Charles Williams, and the professional independent director is Jules Hydelman. ▶

Promotion for grants specialist

South west accountancy firm, Bishop Fleming, has promoted its Truro-based head of grants and renewable energy to a new corporate role.

Ewan McClymont, who joined the company in 2002, has been made director of corporate development for

the region, with a focus on the firm's Cornish operations.

As head of the grants team, McClymont has an enviable success record delivering more than £10 million in grants to Bishop Fleming clients.

Managing partner Matthew Lee commented: "Ewan has a superb track-record as our specialist in grant funding and business planning, which has enabled him to become a well-known part of the region's business community.

"It is a natural extension of his role to capitalise on that achievement to head the development of the firm's further growth in the corporate sector." ▶

CAAT in the bag

One of Cornwall's leading charities has appointed a new senior fundraising officer.

Susie Smith has joined Cornwall Air Ambulance Trust (CAAT) from her role as community and trust fundraising officer at the Together Trust in Manchester.

The appointment is the first of five that CAAT will be making as a result of Convergence investment to build a new charity headquarters at Newquay Cornwall Airport. ▶



▶ Susie Smith

Hooper joins Symmons

Edward Symmons has appointed RICs registered valuer Gary Hooper to its valuation services team in Plymouth.

Hopper, who joins Edward Symmons from Kivells in north Cornwall, will work alongside head of Plymouth office Peter Luff on all aspects of commercial and development property in Devon and Cornwall, extending the firm's reach across the south west.

Luff commented: "We warmly welcome Gary to our team and are confident that his local expertise will make him a real asset to the firm. With Gary's support, we

Latest staffing concept

Concept Staffing has appointed a new senior recruitment consultant at its Truro branch.

Tracy Adlington will be responsible for securing employment for temps and permanent staff in the engineering and manufacturing sectors.

She has previously worked as a business development consultant dealing with commercial, finance, IT and engineering. She has five years of experience in the recruitment industry, four of them in Cornwall.

Concept Staffing regional sales manager, Noel Hoare, said: "We are delighted to make this important new appointment. Tracy is already an experienced recruiter which clients and businesses within Cornwall and Plymouth will recognise in her service." ▶

Rowe on board

Worldwide Financial Planning IFA Chris Rowe has joined the board of the Cornwall Learning Education Business Partnership (CLEBP).

CLEBP is part of Cornwall Council's Children, Schools and Families department and offers specialist knowledge in enterprise and vocational education.

Rowe was asked to join the board following his work to help school children across Cornwall gain a better understanding of finance and business through Worldwide's Virtual Trading Challenge and work experience programmes. ▶



▶ Gary Hooper

will be able to develop across the wider Devon and Cornwall region." ▶

Carbon matters

Conference learns just why it is no longer business as usual

Cornwall's business leaders packed into the Eden Project last month to learn just how the low carbon agenda is increasingly impacting on their businesses.

Carbon Matters, with the tagline 'it's no longer business as usual', demystified much surrounding the Government's Green Deal and the growing legislation behind it. Businesses were told that while having a sustainable strategy can help win business, there is a growing danger that not having one could actually lose business.

"Carbon isn't a deal maker/breaker just yet," said Eden's sustainable business development manager Paul Holmes, "but increasingly it will be."

A prior commitment meant Tim Smit could not be there, but through a video address thanked everyone for coming and underlined the growing importance of the green debate.

"For me and many of my colleagues," he told delegates, "Carbon Matters is a metaphor, not just for the approach to climate change but also it is to do with a real transformational moment in our history where we look at consumption in different ways."

An array of speakers explained the importance of the low carbon agenda from a business perspective, covering many different angles and perspectives.

Mike Berners-Lee (brother of internet inventor Tim) is an expert in carbon metrics and admitted that as a concept, carbon can be pretty hard to get your head around.

"Carbon is very complex," he said. "You can't see it most of the time. Most of the time the carbon emissions behind the things we buy and do, don't take place in front of our eyes, they take place in a whole load of different places around the world over a period of time. And that's very difficult to understand and add up."



Shaun McCarthy, who chairs the Commission for a Sustainable London 2012, told the conference how he is preparing for the Olympic Games.

He said it was all about leaving a legacy and being able to learn from the legacy. "What we have insisted on is to say London 2012 you need to share what you have learned. The ODA (Olympic Delivery Authority) will be launching their learning legacy website, all the lessons will be up there from simple case studies to many of the tools they used to deliver on low carbon construction, and some academic papers."

"Carbon isn't a deal maker/breaker just yet"

He urged businesses to use that info "be inspired". "The Games are doing some fantastic stuff," he said.

David Wathey, head of sustainable procurement at the Department of Health, said from his experience in the NHS, there was a general level of understanding of low carbon out there, but it needed to go further. He said "To engage with confidence, whether they are chief executives or suppliers, they really need to have a much stronger grasp of some of the techniques and principals on how to manage carbon so they cannot only make the business case for taking action, but also articulate what some of that action might look like."

Ross Harling gave a fascinating perspective from a slightly different point of view. While Harling, who is an economist by training, takes environmental stewardship very seriously with his company Naturepaint, he feels the Government is going the wrong way about it.

He explained: "When we started several years ago, looking at our carbon journey we found very little interest from Government bodies, carbon just wasn't on the agenda."

"Now it's on the agenda and we're being swamped with regulations and legislation which is becoming a burden in itself for businesses that simply want to make their product more environmentally sustainable."

"One can threaten and fine and that will cause behavioural change but the real attraction for entrepreneurs is making products that are successful, and there aren't any regulations that will make companies successful. The last thing the private sector needs is to be fettered with more regulation."

And he had this to say to the Government's green policy makers. "Put some clarity and consistency into your message. Don't announce a green imitative one year and change it the following year."

For more on the conference, turn to page 32. ▶

A quiet revolution

Bush Telegraph MD Chris Royden explains how Cloud Computing can change the way you do business

On cloud nine

It is predicted that Cloud services will have the same sort of enormous impact on business that computers and emails had.

And with Microsoft estimated to be spending 90% of its annual \$9.5 billion R&D budget on Cloud computing, the technology is here to stay.

Undoubtedly, the Cloud has moved from concept and discussion to strategic adoption, but what does it offer? Is it secure?

Nearly all businesses use some kind of IT technology, but many can feel isolated when it comes to IT issues and for some, existing technology can be a real barrier to growth.

For those organisations that expand, this often means buying extra software licences, expensive support contracts, or even new servers, which in the current climate is something that few can afford. Utilising the right technology that's fit for purpose and is cost effective is paramount.

The Cloud solution can greatly enhance a business operation in a variety of ways. It gives employees the ability to work with flexibility across the whole operation, it can satisfy challenging financial criteria and it offers a wide portfolio of common applications.

Using the Cloud can bring savings of up to 60% and can be even higher for new start-ups. By using Cloud services, businesses can save significant money by not having to purchase new hardware and software licenses.

Forrester Research says from Microsoft hosted communications, businesses can expect up to 50% lower communication system costs, up to 40% savings in potential office space, shorter sales cycles and resolving customer queries up to 20% faster.

One of the biggest selling features of the Cloud is that it makes your data

accessible anywhere in the world, providing you have internet access.

The Cloud can also help reduce the need for frequent business travel. You can make free PC to PC calls and escalate to video conferencing direct from your laptop at the click of a button.

You can enjoy face to face meetings with anyone in your network and even include people outside by means of an invite. According to Forrester Research, this means that a business can save up to 40% in travel expenses.

“Using the Cloud can bring savings of up to 60%”

Using the Cloud allows a business to be totally flexible and scalable. Because costs are based on a 'per user/per month basis', businesses can

confidently budget ahead. IT support is included and the latest versions are automatically downloaded.

The Cloud offers generous space allowances and should the worst happen and your laptop gets stolen, because everything is hosted, all you need is another laptop and everything is back on-line just as you left it, offering full disaster recovery as standard.

However, one of the big issues in discussion rooms is regarding security. Despite people's misconceptions that data stored on-premise is more secure than the purpose built data centres, business has realised this isn't the case and data kept locally is far more vulnerable.

Security of data is paramount for the Cloud solution to succeed. The hosted data centres used by the Cloud providers adopt ISO27001 – an accreditation for Information Security Management.

The Cloud solution will not be a suitable option for everyone, but for the majority of businesses in Cornwall, it offers a new way to conduct business.

But select your provider carefully and make sure they have a solid background in communications. Choose locally and don't be afraid to ask for references. ▶



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Cash is King!

Is your company a leaking bucket,
asks Harland Accountants'
Deborah Edwards

A right royal plan

We closed our last Business Cornwall article with Darwin's "only the fittest survive", which equally applies to the business world as well as the animal kingdom. It is a jungle out there. Banks are unwilling to lend, consumers are less willing to spend. Whilst the recession does seem to be sorting the Business men from the boys, it is an opportunity to take stock, take advice and make some tough decisions.

In the boom-time nineties and into the new millennium, incoming waves of credit finance allowed many businesses to plug the holes with easy money, appearing successful to the outside world as well as using it to undercut competitors.

We're not saying that debt is always bad. Businesses will always need a helping hand to start-up, expand or invest in technology and machinery but these should be carefully assessed arrangements and not simply a case of topping up a leaking bucket.

In today's world the scars remain in the form of high finance interest, crippling loan repayments and less than water tight business models. Unless businesses can function whilst reducing this debt, or at least living within it, life is going to be tough and if Dave has asked us to slice up our personal credit cards, we should also think about doing the same with our business credit and operating more self sufficiently.

Cornwall more than most regions has benefitted from EU fiscal stimulation but the next few years may well deliver the double whammy of funding cessation and the recalling of bank over-drafts. Going back to Darwin, the species that adapt to their environment will win. Have a look at what's wrong with your business. Perhaps you are charging too little? Learn to spot time-wasters early on and don't be afraid

to say no. Be tough. Future-proof your business today.

Ask yourself:

- Is every sale worth it? Turnover is vanity, profit is sanity;
- Do you have a business plan? Not for the bank. For You;
- Forecast. Be able to identify peaks and troughs and be ready for them;
- Make your business debt proof. Don't let your customers debts become your problem. Have good credit procedures in place;
- Remember – Cash is king!
- Reflect. How has your business performed? Ask yourself why. Don't just rely on the "sign of the times" fall-back. Be specific. Your business

is individual. Learn what went well and what didn't and use this knowledge.

If you can be truly objective with your business and make the necessary changes to survive, you will be in a

position of strength when the clouds do eventually lift. Of course this is a difficult process and some clear outside vision is often useful from an accountant or business consultant.

Over the following months and years we will be steering our clients in the right direction and supporting them in some difficult decision making. This vital part of the process will eventually strengthen their businesses as well as our economy. 📌

"Unless businesses can function whilst reducing this debt, or at least living within it, life is going to be tough"



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Sunny side up

Solen Energy UK technical director Justin Mowbray explains the benefits of investing in solar energy

Catch some rays

It would seem Cornwall is awash with solar power. Installers are ten a penny, and there's no denying the feel-good factor and visual impact of some shiny photovoltaic (PV) panels on your roof.

But what is the business case for solar? We see it as less about "green-wash" and more about making financial sense.

Cornwall is the ultimate place to embrace solar energy – we have the best quality sunlight compared to the rest of the UK.

We also have a strong agricultural sector and many small to medium sized businesses with the physical roof space to carry a solar PV system.

The Government's Feed-In Tariff (FIT) still has plenty to offer a business or commercial property owner.

The aim of the FIT is to encourage the UK to be generating 15 per cent of its own energy by 2020. Although the tariff has been capped for larger installations, there are still cost-effective deals for SMEs.

For a 50KW system, which typically covers 400 square metres of roof space, the financial investment would be £150k. This covers everything from initial discussions with your installer to being plugged into the grid – design of the system to make sure it's as effective as possible, the PV panels themselves, connection, mounting materials and technical support.

In the current financial climate, £150k is a lot of money. But payback on your investment can be reached within just eight years, in some cases before that.

With each system guaranteed for 25 years, that's another 17 years where you could be making upwards of £16k each

year, both from savings on your own energy bills and selling what you don't use back to the national grid.

This return is considerably better than a number of financial products currently on the market, and it can also help reduce your carbon footprint.

When considering solar PV for business and agriculture, we would strongly recommend sourcing a supplier with specific experience in this sector.

There is also much more to the technology than sticking some panels on your roof. Consideration needs to be made to the appropriate angle and positioning of the system to ensure it harvests as much solar energy as possible.

Systems of a larger scale should be considered as a significant electrical installation – smaller companies or electrical contractors who regularly fit domestic PV simply don't have the experience of these jobs.

Our company, for example, brings several years experience of the German market to Cornwall. Solen has installed more than 400MW-worth of solar PV across Europe.

Harnessing energy from the sun offers a promising opportunity for businesses looking to invest in their future. Talk to our experts about how it can work for you. 



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Start-up stardust

Outset Cornwall offers a launch pad for new businesses to 'fly'

Breaking the shackles of unemployment or bouncing-back after redundancy are both equally daunting challenges for anyone, especially when facing the prospect alone.

Similarly, the idea of self-employment for some is an untouchable dream, and for others a minefield that they never anticipated treading. Luckily for Cornish residents, there is a helping hand in the shape of Outset Cornwall, the ERDF Convergence-funded business start-up programme that seems to be reaching the people other programmes can't reach!

Launched two years ago, Outset Cornwall has fast become one of the most well-known and well-loved ERDF programmes in the county, being the catalyst for more than 130 new business launches and supporting hundreds of local people through the business start-up process.

With 24 free workshops covering a plethora of personal development right through to comprehensive business planning, and a personal coach, clients benefit from an 'acorn to oak tree' approach, enhancing their chances of success.

To celebrate the new businesses launched via the programme – and to offer specific post-start-up support to those clients nearing, or post, launch – the team held a special conference at the Pavilion Centre, Wadebridge, last month, entitled 'Come Fly With Us'.

The conference offered a range of workshops and speakers designed to motivate, inspire and facilitate the growth of these fledgling businesses.

Kate McEwen, Outset Cornwall's programme director, explained: "The idea of the event was to bring together clients from across the county who have either launched or are about to register their



Outset programme director
Kate McEwen

new business, and offer them a range of specialised workshops and speakers selected for their ability and reputation to kick-start business growth.

"Getting to the launch stage is a huge milestone for many of our clients, but growth and sustainability is the real key to economic regeneration and the legacy that our clients are creating for themselves and their families.

"Our role as a business start-up specialist doesn't end when our clients' businesses launch. We offer a comprehensive post-start-up programme that provides 12 months of intensive coaching. This involves working with a range of other funded service providers to ensure that clients have the highest chance of success."

Delegates to the event were taken on the colourful, rollercoaster journey of 'Burts Chips' by Nick Hurst, a passionate serial entrepreneur who has taken the company from small local business to international success.

Nick's infectious enthusiasm for small business and enterprise made him

an ideal keynote speaker for the event, and proved a great way to open the conference.

The conference featured a selection of workshops, including a rare appearance and Q&A with Jill Stein; practical sales techniques with well-known sales guru, Tom Wyness (Competitive Edge); and a social media master class from Lucy Thornton (Perfect Balance Marketing).

"Getting to the launch stage is a huge milestone for many of our clients, but growth and sustainability is the real key to economic regeneration"

And it was made complete by a fantastic keynote presentation from the well-loved Jack Russell (motivational speaker and author of 'Don't Tell The Bumblebee'), who added the fairy dust for clients to take away and sustain motivation and positivity through their tough first 12 months of trading.

Outset client and workshop facilitator at the 'Come Fly With Us' conference Lucy Thornton, said: "For me, the Outset programme was the kickstart I needed to get serious about my business. From the structured sessions to the individual support from the advisors, it's been the difference between maybe and definitely!"

"This event has been a great opportunity to celebrate all the new businesses in the region that have come about following support from the Outset team. The conference has also given some great practical tips and inspiration to those who've completed the programme, and I'm delighted to be a part of it."

In addition to the workshops and speakers, 15 of the new client businesses were given the opportunity to showcase their new ventures at the event in the marketplace-style exhibition hall.

This bustling space enabled funders, speakers and partners to meet some of Outset's clients and better understand the challenges that have been overcome and the inspirational journeys made. It also offered clients at the event the opportunity to extend their networks and see first-hand some of the great new businesses launched.

Carleen Kelemen, director of the Convergence Partnership Office for Cornwall and the Isles of Scilly, said: "I believe that it's extremely important that each one of us is a participant in life and



Burts Chips'
Nick Hurst



YTKO CEO
Bev Hurley

what's going on around us, rather than a spectator to it.

"The Outset Conference celebrated those individuals who would not sit back and accept that there were no employment opportunities for them. With the support of YTKO's Outset team and each other they have taken brave and bold steps to create their own earnings and shape their futures, their way. Congratulations to all."

"I hope that many of our Cornwall pioneers will grow strong and be able to create more new jobs in the future"

Bev Hurley, CEO of YTKO, who opened the event (alongside Cornwall Council corporate director Tom Flanagan, added: "It takes real bravery, energy and determination to become self-employed and start a business and, here in Cornwall, our clients have been a constant source of inspiration for others to follow in their footsteps.

"Through our Outset programmes, and teams across the south west and elsewhere in the UK, we're building a great community of new enterprises that, in most cases, would not have

existed without the support we can provide. I hope that many of our Cornwall pioneers will grow strong and be able to create more new jobs in the future."

Outset Cornwall has recently launched its next women-only group starting in Pool on January 10, open to any women who would like to explore the idea of starting a new business or working self-employed. The sessions are free and can be booked via the website. ▶

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Face to Face

Business Cornwall pulls up a chair with Al Titterington, managing director of Newquay Airport

Al Titterington – Newquay Airport

You could say that Al Titterington has the smell of aviation fuel in his nostrils. Ever since being a baggage handler at Leeds Bradford airport, Titterington has been captivated and driven by the whole airport environment.

It has been a challenging career choice, however, whether it has been converting Doncaster Airport into a civil operation, or overcoming planning obstacles at Coventry.

There have never been any shortage of challenges at Newquay Airport, either – RAF, Council ownership, recession, development fees, Enterprise Zones, airlines closing. Life running a regional airport is never dull.

Business Cornwall: What is it that first attracted you to airport management?

Al Titterington: I did an economics degree first of all, and set up an aviation consultancy business with my father. But three months after graduating from Newcastle University, September 11 happened and the market just plummeted and the consultancy work just dried up.

So I went to work at Leeds Bradford as a dispatcher and baggage handler and it was the whole airport environment and smell of aviation fuel that got me. One day I was doing some work with the ops manager, and he told me how 25 years ago he had started as a baggage handler and was now operations manager.

I really wanted to get into that role but didn't want it to take 25 years, which led me to doing my Masters degree in airport management.

BC: Where was your first job after your Masters?

AT: Robin Hood Doncaster Airport. It has some similar characteristics to Newquay Airport, in that it was a former RAF base converted into a civil operation. I worked on the legislative side of getting the airport up and running, and financial planning. It was a very hectic eight months to a year.

On the back of that role, TUI had just bought Coventry Airport, because they were setting up Thomsonfly.com there.

But let's say the previous owners of the airport hadn't exactly played in line with planning frameworks.

The local authority had taken enforcement action to close the airport because they had basically built the runway extension and the terminal without planning permission. So there was a cry for help to sort out what they inherited. They ran an airline but not an airport. So they wanted myself and a colleague to go in and run the airport and get it back on an even keel and back in favour with both the planning authority and CAA because there had been a number of non-compliances.

BC: And then onto Newquay?

AT: Yes, I came here in 2006 as operations director. At that time SERCO had the management contract for the terminal and Cornwall County Council, as it was then, were unhappy with the performance so decided to take it in house. So again I helped with the transition from an RAF base into a civil airport, again writing the licensing documentation etc. And then in January 2010, I was named MD.

BC: What's involved with running an airport?

AT: Anything and everything! My remit covers not just the passenger operation but also the finance management, admin and the commercialisation of the airport. Up until Jan 2010 my role was purely operations, then I took on other aspects of finances, commercial development, admin etc, all that sits under my remit.

BC: The commercial aspects must be very different from the passenger side.

AT: When I first took over the MD's job it was very apparent the airport wasn't going to get in a financially sustainable position based purely on passenger numbers alone.

Given its size and location, the number of people who live and work in Cornwall and those who visit wouldn't get you up to that magic number in the industry, probably about 950,000 passengers, which you'd probably break even on, and there's 550,000 people in Cornwall, not all of whom leave the county. Then within a 60 minute catchment of us you have Exeter Airport.

BC: Does the focus always have to be on visitors coming into Cornwall, rather than residents going out?

AT: It's both, but it is a very different market. Those going out are mainly going for business, to business districts like Manchester and London. But in summer there's a demand on leisure traffic, which has a different profile and a different type of operator.

The route development strategy has to focus on where there's demand at both ends of the route, at the times airlines want to serve it.

BC: How does it work getting new routes?

AT: We go to the airlines. We have a catchment model which tells us where every





“There was a cry for help to sort out what they inherited”

“If your major carrier goes to pieces, it’s obviously going to have a significant impact”

single person in Cornwall is flying to and the people who are flying into Cornwall. This core data allows us to approach an airline to say this is our catchment model, this is what we feel will work for you in terms of a service, this is the commercial deal we are willing to offer you, and this is the marketing plan that would sit alongside that.

Then it’s for their consideration and if the size of their aircraft would fit that demand. That’s something we have to consider as well. If the average demand for flying to Glasgow is 30 people on that service, there’s no point me going to somebody who only operates a 78 seat airplane, it’s not going to work. I’ve got to target someone who has that type of aircraft to service that demand. Airplanes that fly empty are losing money, that’s obvious economics.

They’ll haggle commercially; you may do some incentive deals to get the traffic in. Like anything, you incentivise early on and then get your full reward in the second, third, fourth and fifth years.

BC: So they pay you for landing rights?

AT: There’s loads of different models, different airlines like it in different ways. Some will pay for landing and the number

of passengers; others will just want one charge. We have variants, but of course minimum costs, too. And at an absolute minimum I have to be covering my costs of operating that flight.

You can operate loss leaders if you are operating a number of sustainable routes that are making profits just to bring in additional business. But where we are now, we have to make sure we’re getting value for money for the Council, and that every single route we have covers our costs and makes a profit.

BC: Is it an advantage having such a long runway?

AT: It’s an advantage in that all airlines like long runways – they don’t have to throw the anchor out the back, they can just slow the airplane down. If you throw the anchor out the back, you’re on the brakes, it costs a lot in fuel and aircraft maintenance. If you have a long runway you’re in to a smooth slowdown.

Ryan Air was a prime example. Although they don’t operate here anymore, their demand on every airport is that they have a minimum of 2000 metres of landing distance, again for that reason so they’re not having to throw the anchor out the back because it costs money on the airframe.

BC: But they pulled out over the airport development fee you charge passengers?

AT: Yes, in the summer 2010. They’ve pulled out of all airports that charge an airport development fee. We still speak to them, but they are very much “remove the ADF and we’ll come back”.

BC: And Air Southwest is no more. How much of a blow was that?

AT: From the revenue side, absolutely, you can’t disguise it when you lose that number of services. But what it does present is an opportunity. The cloud had been hanging over the airport and Air Southwest announced they were going to sell it in May 2010.

But because they were the dominant carrier, no one else would come in on those routes while there was already an incumbent, because there wasn’t a demand. They would end up killing each other and losing lots of money.

With Air Southwest out now and not all the eggs in one basket so to speak, we can create opportunities with new carriers. We’ve seen Flybe pick up the Manchester service, Logan Air picking up Glasgow, and we’re in fairly advanced discussions with two other airlines picking up three other routes, which will give us a basket of airlines rather than one dominant carrier.

Like anything, if your major carrier goes to pieces, it’s obviously going to have a significant impact.

And the timing of the announcement was unfortunate, because it was towards the end of the summer when airlines have already got winter schedules programmed and a lot of airlines are thinking 15 months in advance. And remember it’s a difficult market, we’re in the middle of a recession.

When we became a civil airport at the end of 2008, it was just as the economy was plummeting into recession. It wasn’t a good time, but you can’t cry over that, you’ve got to make the best. But the encouraging thing for us is that airlines are showing the interest. The challenge for us is to increase passenger numbers.

BC: What is it at the moment?

AT: The forecast for this year is about 195,000 which is down from about 400,000 in 2008/09.

BC: Is that directly because of the economy?



AT: Effectively there are four reasons. Ryan Air is a high volume carrier and pulled out because of the airport development fee; Air Southwest as the dominant carrier operating eight routes when it ceased; let's not forget volcanic ash, which killed a lot of airlines and airports back in 2009; and the general economic climate isn't good. It all has an effect. But the signs are from the passenger market, that things are starting to look up.

BC: Is there a future for domestic flying?

AT: Absolutely, and that's the encouraging thing, that airlines are showing the interest. It might not be the year-round service, or the daily or double daily service, which happened in the boom times, but there is definitely a demand, particularly for business connections. Our London Gatwick market is extremely strong, and accounts for probably just short of 45% of our overall passenger numbers.

BC: For a short while Air Southwest flew into London City. Did that just not work?

AT: It worked for us. The load factors coming out of Newquay were quite strong and they were pleased with that, but the people in Plymouth weren't utilising the service, which obviously affects the cost of operating the flight and London City is an extremely expensive airport.

BC: Same problem with flying to Heathrow?

AT: Heathrow is the most expensive airport in the UK and probably in Europe.



And it's only going to get more expensive with no third runway happening. They're chasing larger aircraft because they carry more passengers. To buy slots at Heathrow, the minimum you are going to pay is seven figures. And you've got to get payback, and in terms of the number of people flying out of Newquay, it's just not going to happen.

BC: What is the scope for more international flights out of Newquay?

AT: Summer destinations is a big one which we're focusing on. The demand is there, but with our location, airlines don't like flying empty airplanes down to Newquay because of the cost. A 737-800

flying down from Birmingham to Newquay would cost about £2k. So they've straight away got that cost to make back on the yield.

We're looking at and talking to operators now that could potentially do what we class a 'W' pattern which may be Birmingham to Malaga, Malaga to Newquay, Newquay to Malaga, and Malaga back to Birmingham.

BC: Would it never be feasible for airlines to base those planes here?

AT: Not that size of aircraft to get down to southern Spain. There just aren't enough people to fill it on a daily basis. And if



“It’s a private sector business. It’s not highways, it’s not social care or schools, it’s a commercial entity”

aircraft aren’t flying, they’re not making money. But for a Q400 which Flybe operates to Gatwick, yes there is, because they have that demand and can fly that aircraft all day long out of Newquay.

But for a tour operator, we’re really looking at a series of charters, which have been really successful, going out at 97%-98% full which is really good. There is a demand and we’re in talks with three of four tour operators for next summer, but more likely for 2013.

We know there’s that demand there. There are 32,000 with a Cornish post code that fly to Malaga every year out of Exeter and Bristol.

BC: Is that a big part of the job, knowing people’s holiday habits?

AT: It has to be. You need the data. In the boom years previously, if someone had a spare aircraft they might chance it and fly to Newquay, but these days airlines are far more careful. But like every market, it will recover and airlines realise there is a demand for air services to and from Cornwall and that’s the reassuring bit.

BC: On the other side of the coin is the commercial development of the airport site. How important is the new Enterprise Zone?

AT: Very. I wouldn’t say it’s the be all and end all, but it’s a nice cherry on top. It gives a lot of focus and attention in terms of marketability of the airport for the aerospace activity we’re looking to develop here, and also the business park land.

Chris Pomfret said he’d rather be chairman of an LEP that has an Enterprise Zone rather than one that doesn’t, because it brings benefits particularly on business rates and potentially on capital allowances. And it really raises the profile of being able to market your asset.

The feature of our bid was the amount of land we have here, the clear air space, long runway, development opportunities, access into the Convergence programme. When you bring them all together and put the Enterprise Zone on top, it is quite a significant proposal.

What we inherited from the MoD is a significant land asset. Previously they couldn’t develop any commercial offerings, so basically we’ve inherited a big property portfolio with not a lot on it. Other regional airports already have significant property portfolios around their land which generates revenue to supplement what happens on the passenger terminal side. This is what we need to get to and

hopefully the Enterprise Zone will give us a significant boost.

BC: Without the Enterprise Zone, would the passenger operation still be secure?

AT: I think it would. The Council is 150% committed to having an airport in Cornwall because of the economic benefits it brings which is significant in terms of GVA and employment opportunities.

BC: Is there a growing aviation skills base here?

AT: Cornwall has a strong aviation heritage both on the civil and military sides. RAF St Mawgan, Culdrose, while it’s over the border, Devonport, and on the civil side Lockheed Martin which is prevalent. So there’s a lot of good skills already here, it’s how we develop it as we go forward. A skills base is very important in underpinning future development of the airport.

BC: And going forward do you think we’ll see some big international names attracted to the airport.

AT: We’ve already got one with AgustaWestland. Their development is very strong coming out of Newquay and we’re always in ongoing discussions with them about how they’re going to create additional capacity at the airport. Over the next 12-18 months they will hopefully expand fairly significantly.

BC: How is the Council as an owner? In an ideal world I guess they would like to sell the airport?

AT: Yes, the chief executive Kevin Lavery has stated on a number of occasions the airport isn’t core business for them. When the Council thinks the time is right to go and look at the market then yes, that’s always been the strategy. The Aviation Act was set up to take airports out of local government control, because it’s a private sector business. It’s not highways, it’s not social care or schools, it’s a commercial entity.

BC: So one of your tasks is to turn it into an attractive commercial proposition?

AT: Yes and to make sure the structures are such that they can be readily transferred into the private sector, if at some point in the future the Council feels the time is right.

BC: I guess the economy would have to improve first?

AT: You would think so. ▶



Brand values

Having a strong corporate identity is vitally important in today's competitive marketplace. Fortunately, Cornwall has a wealth of design talent ready to fulfil business needs

Where ever possible, it is good to be able to buy local and businesses in Cornwall are somewhat fortunate at having so many international-class design agencies right here on their doorstep to choose from.

While some of the larger businesses and organisations in Cornwall still like to believe that only the larger Bristol and London agencies can satisfy their needs, the truth is that there is a wealth of talent closer to home, able to cater for projects large and small.



Cornwall is renowned for its creative output, and the design talent here is no exception. The Cornwall Design Forum

(CDF) is a not-for-profit organisation set up in 2004 to showcase and support some of the burgeoning skills we have here, 

For every £100 a design aware business spends on design, turnover increases by £225*

* Design Council Research

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From the Cornwall Design Forum

enabling businesses to easily access the design services that they need.

Through its Cornwall Design Directory, it lists all disciplines of design, including graphic, web, brand, interiors, landscape, architecture and fashion design.

“Rapidly growing businesses are twice as likely as the UK average to have increased investment in design”

In these times of economic austerity, marketing and design budgets are often the first to suffer. But for enterprises that follow this route, ultimately it is their business that suffers most.

CDF ambassador Jo Downie says: “Design Council research shows that rapidly growing businesses are twice

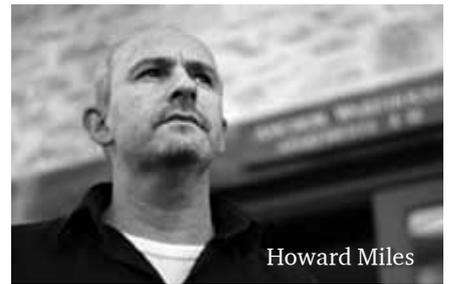
as likely as the UK average to have increased investment in design.

“In businesses where design is integral to operations, over three quarters say they’ve increased their competitiveness and turnover through design.”

The importance of good design should never be ignored, particularly in the current economic climate where it is more important than ever to stand out from the crowd.

‘Never judge a book by the cover’, we are always told. But fortunately or unfortunately, in a commercially competitive world, initially most people do and first impressions certainly last.

Helen Blake is creative director for Absolute Graphics in Falmouth, which over the years has had a major role to play in the brand development of number of leading companies across the UK.



Howard Miles

She encapsulates it quite neatly when she says: “A brand is everything a company is, has been and wants to be.”

Aukett Brockliss Guy is another whose client portfolio stretches far and wide. Design director Howard Miles says a strong brand helps build the customer relationship. He says: “A well-aligned and strong brand identity encourages customers to trust and believe in a product or service.

“A brand requires credibility, a point of difference and also needs to engage



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Tess Gendall

with its audience on a number of levels. Your brand image and strapline are the building blocks that enable a company and its employees to construct that credibility as a sound bases for moving forward.”

He says a strong brand reassures both staff and customers alike. “The messages and communication that surround it help to define key values to internal and external audiences. If your staff believe in the brand, it’s far more likely that the delivery and experience surrounding it will be a positive one.”

Since establishing in 1986, Falmouth-based Gendall has grown into one of the south west’s most reputable agencies. MD Tess Gendall argues that a strong corporate identity makes a business both visible and memorable, enabling it to often “punch above its weight”.

She says: “For some businesses branding is still not seen as a tangible part of a business plan, however creating maintaining a strong brand identity is absolutely crucial.

“A brand needs to be nurtured and continually reviewed and refreshed to allow a business to very quickly respond

“Branding is still not seen as a tangible part of a business plan, however creating maintaining a strong brand identity is absolutely crucial”

to new opportunities. Businesses, especially in this current economic climate cannot afford not to take their brand image seriously.”

Sam White was recently appointed as marketing consultant at Truro-based full service agency MPAD and has extensive experience working with such brands as Nescafe and Porsche. She insists that in the current economic climate, it is vital that companies seize any competitive advantage that they can.

And she says businesses in Cornwall shouldn’t be put off by misconceptions

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Sam White

“Building a good brand doesn’t necessarily mean spending tens of thousands with big, upcountry advertising or branding agencies”

branding agencies,” she says. “There are some excellent design and marketing companies here in Cornwall who have both the creative talent and strategic vision to bring your brand to life.”

While the advantages of having a strong brand image are succinctly spelled out, the potential damage that brand neglect can have on a business are also worth taking note of.

White says lack of brand care can be the start of a slippery slope: “If a company shows a lack of pride in its brand, it suggests a lack of pride which makes

customers worry about poor service and indifferent products.”

Blake echoes the point. “A poorly conceived image can deliver the wrong message,” she says. “It can end up not giving the business or product the definition deserves, it can be misunderstood. A poor image can also cheapen a business or product and allow competitors to grab the market edge.

“On an internal communications perspective it can actually demotivate staff. But worse of all, you risk being forgotten by the customer.”

that branding projects can prove too costly.

“Building a good brand doesn’t necessarily mean spending tens of thousands with big, upcountry advertising or

We feel confident that we have the best team working towards The Headland’s continuing success in Cornwall and nationally.

Carolyn Armstrong, Director, The Headland

Gendall get things done as well as getting the thinking and design input right up front. They design sympathetically, intelligently and fully understand the Eden brand and ethos and have become an extended part of our marketing team.

Susan Hill, Marketing and Sales Director, Eden Project

We have been particularly impressed with the depth of knowledge in the digital department. The content management system for our website is a joy to use.

Andrea Vale, Marketing Manager, LHC Group

I can’t imagine anybody else pulling so many rabbits out of the hat as you seem able to.

Colin Read, Communications Officer, Truro Cathedral

In all cases the work has been developed through a constructive and iterative dialogue between the design house (Gendall) and the client’s content (generated by the Partnership Office).

Mark Yeoman, Deputy Director, Convergence Cornwall

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The

Billington

Bulletin

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



Introducing...Mark Grice



Photo: Toby Weller

▶ Mark Grice

As we near Global Entrepreneurship Week (November 14-20), it gets me thinking about entrepreneurialism and what it really means.

To me, being an entrepreneur is different to being a successful business owner. It's about vision, risk and seizing (not just seeing) opportunity. So I have saved this spot for someone I consider truly entrepreneurial in Cornwall: Mark Grice. Whereas normally I would feature a company in this space, this month I am featuring a specific person.

"He continues to push himself and take risks"

Why? Because Mark runs multiple companies (although he is best known for web development company Redfuse). In the 12 months I have known him, he has grown substantially (like many successful Cornish businesses), but his point of difference is he continues to push himself and take risks; from developing revolutionary hotel booking software to working on a budget-friendly web development option for smaller businesses and a new exciting company still under wraps which will be launching soon! What's more, he is completely self deprecating, honest and doesn't brag about his achievements (of which there are many).

From his Redfuse Academy, myriad awards and over 100 development projects, Mark and his team of Gricettes have an increasing workload and, I have discovered, a growing fan base. So I saved this spot for a person I consider truly worthy of the title "Entrepreneur of the Year" and Mark has it all: ideas, intelligence, ingenuity, imagination and likeability (in spades). You watch this space...he'll be taking over Cornwall soon. All together: Grice Grice baby! ▶

Going through The Change...

Not THAT change! The change everyone talks about in business where the business you start with is never the one you end up with.

At Treatalady we are celebrating our first year this month and what a year it has been! It started with being shortlisted for a Hub award before we had even gone live and then radio interviews and magazine features. Later I realised I didn't want to run a shop (not a great thing to realise whilst running one!) but better to know sooner than later.



Realising I wanted to be a romance specialist and pursue my passion for writing, we have recently re-launched as a blog. Change is necessary to thrive and if I have learnt one lesson this year, it is to listen to my instincts and trust myself. So here goes... I don't doubt Year Two will be quite a journey! Check out the new blog at www.treatalady.com ▶

So you want to be an entrepreneur?

To celebrate National Entrepreneurs Week I have gone out and got advice from the best entrepreneurial talent that Cornwall offers, people who have been there and done it, achieved the highs and survived the lows:

"Never give up. Believe in yourself because there will be points when you are the only one who will. Always have a backup plan or a 'Plan B' – not for if the business fails but often business doesn't take you the way you planned it, so be prepared for change; things rarely go to plan!"

Stafford Sumner, Jarrang & MailAway

"Make sure it's what you really want – lots of people

aspire to run their own business but then find out they were actually happier with the stability of employment or don't suit working for themselves. If you do really want it, believe in your ability to achieve it and maintain passion for your product or service."

Angela Young, Moon Estates

"Be brave! Gather all the information, read as many books and articles, ask other people, business plan as

much you want to, but ultimately trust your instinct for what you are good at and what the marketplace wants or needs."

Claire Eason-Bassett, Event Cornwall

"Don't over-estimate how much money you're going to make, don't be afraid to back yourself even if others tell you you're going to fail and DON'T ever give up!"

Darren Parish, Bright Future Accountancy

"Research your market really well."

Michele Poynter, Mish Lingerie ▶

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

Connected Cornwall

Business Cornwall's monthly roundup from the Duchy's vibrant networking scene

It has been a busy few weeks on Cornwall's networking scene.

Pool Innovation Centre-based regulatory affairs consultancy TRAC celebrated its tenth anniversary with a glitzy affair at Tregenna Castle Hotel in St Ives.

Members of the TRAC team joined with customers, suppliers and leaders from Cornwall's business community to enjoy an evening of celebration and fundraising for the Cornwall 100 Club.

A lively evening, which was hosted by BBC Radio Cornwall's Daphne Skinnard, raised more than £1.6k.

Director Jonathan Trethowan said: "It has been great to reflect on how much we have grown and what has been achieved since we launched TRAC ten years ago.

"To have so many business friends and colleagues from across Cornwall join us for the evening was fantastic."

Meanwhile, there has been no shortage of seminars and conferences in the Duchy. The Eden Project played host to a couple of them – the NLP at Work conference, organised by St Agnes-based Evolution, and the Carbon Matters conference, which explored the growing importance of the low carbon agenda in the business sector.

And finally, Tremough campus in Penryn played host to the inaugural Agile on the Beach event, the largest software conference ever to have taken place outside the south east.

Agile is a different approach to developing and writing software. It focuses on being more efficient and effective, which reduces the risk of projects running over budget and schedule.

Known as the 'godparents of Agile' Tom and Mary Poppendieck flew over from America to speak at the conference. ▶

Trac 10th Birthday



All captions L-R 1 The Trac team 2 Sue Hook (Sapience) and Toni Eyriey (Business Cornwall) 3 Neil Roach (Carbon Mate) and Rachel Roach 4 Sarah and Jonathan Trethowan (Trac) 5 Mark Derby, Nicola Moule (FridayGirl), Angela Young (Moon Estates), James Warner (Moon Estates) 6 Daphne Skinnard (Radio Cornwall), Claire Thayers (Cornwall Community Foundation), Michael Mailing (Sproggie)

Carbon Matters Conference



1 Dr Simon Gill (PSG Cornwall) 2 Toby Claridge (Foot Anstey) 3 Julian Valentine and Georgie White (both Lightwater Environmental)
 4 Ewan McClymont (Bishop Fleming) 5 Matthew Clarke (Kernowpods), Richard Semple (Viridor), Phil Hills (Cornwall Environmental Consultants)
 6 Tim Bryant (YTKO)

NLP@Work



1 The NLP@Work speakers 2 Radnour Acton-Page, Wayne Spargo 3 Janet Poundsberry, Lee Rouse, Jane Hicks

Agile on the Beach



1 Agile on the Beach speakers 2 Mary and Tom Poppendieck 3 Roger Marlow (7N), Benjamin Mitchell, Tina Simpson (Cornwall College)

The last word

Nick Brennan – Cartoonfun

Name: Nick Brennan
Company: Cartoonfun (cartoonfun.co.uk)
Job title: Freelance cartoonist

What did you want to be when you were young? **Didn't really know, but I didn't realise that drawing cartoons could be a profession, and given that I drew cartoons all the time...**

What was your first full time job? **Engineer at Rolls Royce in Bristol. What was I thinking?**

What is your best quality? **Meeting deadlines.**

What is your worst quality? **Procrastination. Unless there's a deadline.**

What is your favourite book? **Probably *Alice Through the Looking Glass*, mainly for the poem *Jabberwocky*.**

What is your favourite film? ***The Third Man*.**

What is your favourite restaurant? **Ooh, well I'm not really the restaurant type. More than likely you'll find me propping up a bar, drinking a pint of real ale. With a packet of pork scratchings.**

How do you like to relax? **See last answer.**

If you could build a house anywhere in the world where would it be? **Well, my job's never been location specific, even before the internet, and I moved to Falmouth. So Falmouth.**

If you could be a superhero, what superpowers would you like to possess? **To get images straight from inside my head onto the paper, without all the messy business of having to draw them. And smudging the ink. Or getting it wrong.**

Can money buy happiness? **I'm actually researching that at the moment. If your readers would like to send me some, I'll let you know if I cheer up any.**

Most annoying TV personality? **Oh, that bloke who does the thing, you know the one. I turn him off, though, so he doesn't annoy me for long.**

Who was your teenage pin up? **Ah, that would be Ms Lumley, in her Purdey, not Patsy, days!**

What has been the best moment in your career? **Getting a regular character to draw in the *Dandy*.**

What has been the worst moment in your career? **Losing a regular, long-running and favourite character in the *Dandy*.**

What do you begrudge spending money on? **Beer tax.**

If you only had £1 left in the entire world, what would you spend it on? **Something from the Pound Shop.**

What's the best thing about Cornwall? **The bits where it meets the sea.**

What is the most valuable lesson you have learned in life? **Oh dear, I don't think I've learned anything. Haven't really been paying attention.**

What makes you happy? **Propping up the bar, drinking a pint, eating pork scratchings.**

What makes you angry? **What, no pork scratchings!?**

If you could invite any two people for dinner, who would they be and why would you invite them? **My first editor at the *Dandy*, and a *Beano* script-writer, so we could have a laugh. And we wouldn't go for dinner, we'd go to the pub. And a few other folk I know would probably turn up, too.**

What could you not live without? **Paper. Especially the soft and strong stuff.**

What's the greatest invention ever? **Tippex.**

What's your favourite holiday destination? **I'm in Cornwall. Where would I go?**

When is honesty not always the best policy? **When dealing with editors.**

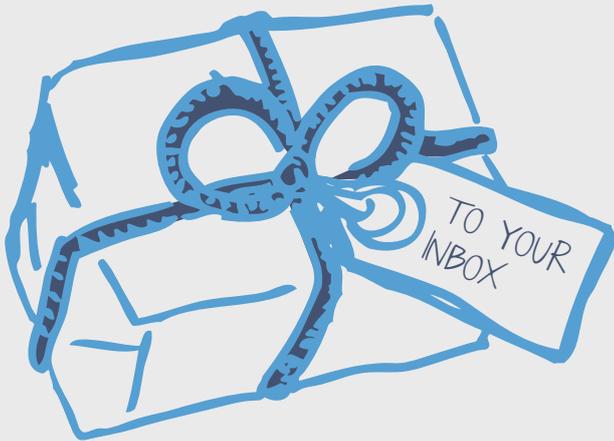
Describe yourself in three adjectives: **Bemused, befuddled, bewildered.**





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