

Business Cornwall

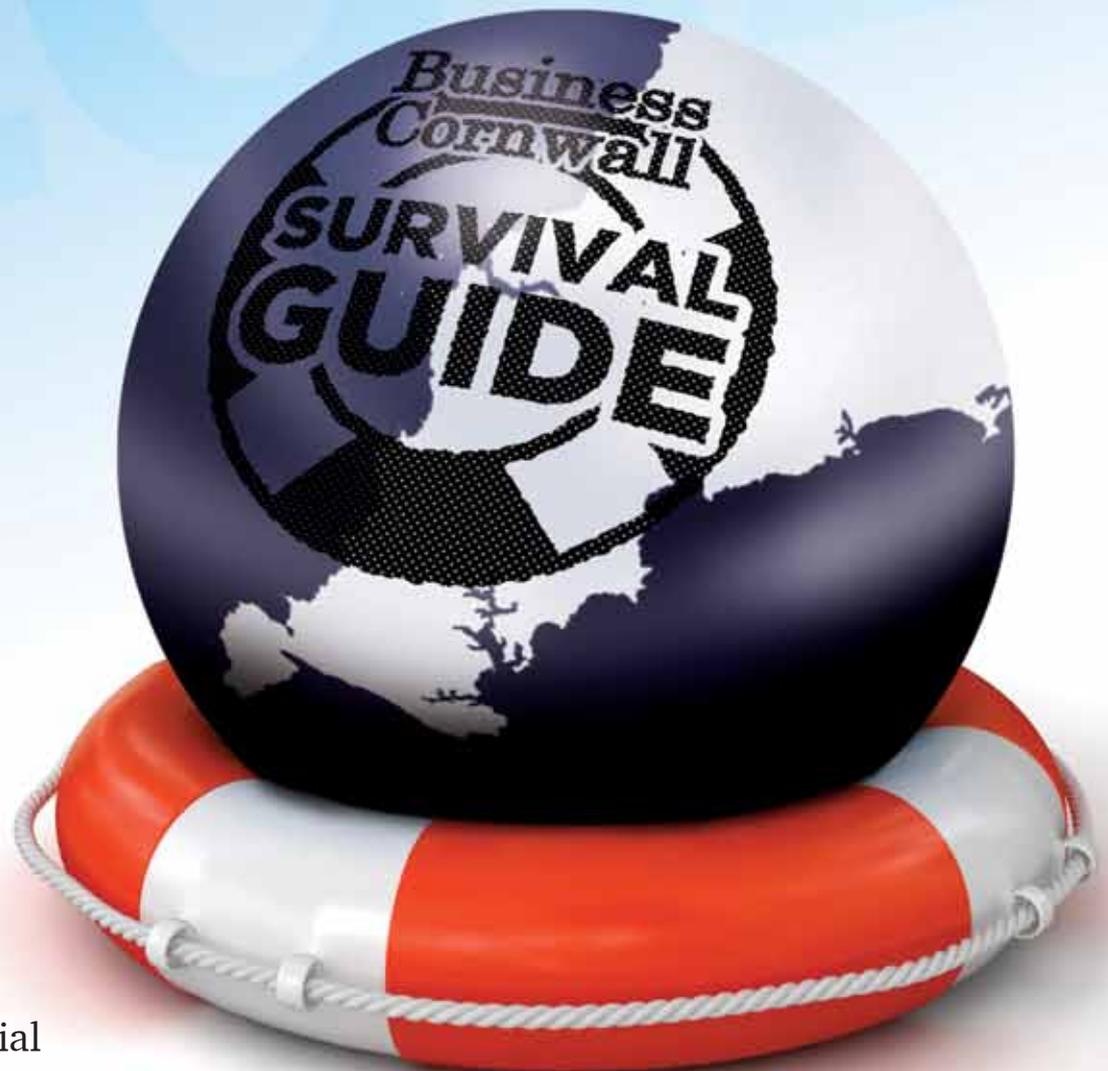
Issue 56

www.businesscornwall.co.uk

December 2011/January 2012

Plotting a course

We look back at the year past
and prepare for the year ahead



Also

- ▶ Promotional merchandise
- ▶ Unlocking Potential
- ▶ Billington Bulletin

newquay airport

FLY LOCAL

Take the hassle out of your trip



CHARTER HOLIDAYS



ON-LINE CAR PARKING
Save 30% by booking via our website



EXECUTIVE LOUNGE
Relax before you fly



NEW EASY TO USE WEBSITE



COFFEE REPUBLIC™



FREE WiFi



2011/12 DESTINATIONS

Glasgow Edinburgh Cyprus
Manchester East Midlands
London Gatwick Lake Garda
Isles Of Scilly Düsseldorf
Dubrovnik Madeira

www.newquaycornwallairport.com



www.bmibaby.com



www.flybe.com



www.ios-travel.co.uk



www.lufthansa.com



www.atlanticholidays.net



**NEWMARKET
Holidays**

www.newmarketholidays.co.uk



Business Cornwall

Tel: 01209 718688

www.businesscornwall.co.uk

Editorial Director

Nick Eyrie

Email: nick@businesscornwall.co.uk

Sales Director

Toni Eyrie

Email: toni@businesscornwall.co.uk

Sales Executive

Nicci Dunning

Email: nicci@businesscornwall.co.uk

Business Development Manager

Rhys Bonney

Email: rhys@businesscornwall.co.uk

Designer

Andy Peat

Email: andy@andypeatdesign.co.uk

Business Cornwall magazine is published 10 times a year by:

Tonick Business Publishing

The Old Farmhouse
Nancemellin Camborne
Cornwall TR14 0DW



Registered under the Data Protection Act

All rights reserved

No part of this publication may be reproduced, copied, stored in an electronic retrieval system or transmitted without the written permission of the publisher. Stringent efforts have been made by Business Cornwall magazine to ensure accuracy. However, due principally to the fact that data cannot always be verified, it is possible that some errors or omissions may occur. Business Cornwall magazine can not accept responsibility for such errors or omissions. Business Cornwall magazine accepts no responsibility for comments made by interviewees that may offend.



Business Cornwall is printed on 130gsm silk paper



Business Cornwall is a proud sponsor of Arts & Business



Business Cornwall magazine is a patron of the Cornwall Chamber of Commerce and Industry



Contents

Issue No.56

▶ Digest

General

Cornwall secures RGF grants	4
Classic's Boutique investment	5
3B International expansion	6

Marine

Go ahead for test site	7
------------------------	---

Construction

Business booming for Spiral	8
-----------------------------	---

Environment

New geothermal company	9
------------------------	---

Food & Drink

'Grumpy old men' and pies	10
---------------------------	----

Creative & IT

World award for Superfast Cornwall	11
------------------------------------	----

▶ Business Clinic

14

How Solen Energy and Bush Telegraph are both there to help save you money

▶ Unlocking Potential

16

A brand new Convergence-funded business support scheme is launched in Cornwall

▶ Review of the Year

18

Our annual look back at some of the events that helped shape the Cornish business environment in 2011

▶ Survival Guide

21

Made it through 2011? We present some essential business tips and information from a range of sectors to help you blossom in 2012

▶ Cornwall Enterprising Women

26

We reflect on some of the valuable work the Enterprising Women programme has been doing in Cornwall

▶ Promotional Products

28

From USB sticks made out of old Whisky barrels to branded packs for Virgin Galactic, promotional merchandise is out of this world

▶ Regulars

Commentary	4
On the Move	12
Billington Bulletin	31
Events & Networking	32
The Last Word	34
MailAway's Anna Penrose	

Working toward judgement day

In this, the final issue of 2011, we reflect back on some of main events that impacted the Cornish business scene over the past year, while we also look forward to the new year ahead, with some expert advice in our Business Cornwall Survival Guide.

There is rarely much good news out there on the economic front, and mere 'survival' in itself for many is not an unambitious aim.

But fortunately there is help out there for businesses. It is often difficult to measure its true impact until many years later, but I often wonder how Cornwall would be faring without the benefit of the European funding it has received.

Many of the business support programmes have been particularly well received, and last month a new one

was launched in the shape of Unlocking Potential. If you were not fortunate enough to catch one of its recent conferences, you can sample a taste of what was (and is) on offer on page 16.

Another vehicle aimed at getting Cornwall's economy moving forward is, of course, the Local Enterprise Partnership. I really can't believe it was just a year ago when we had all the hoo-hah over Sir John Banham's involvement, and the local controversy over his draft prospectus and the make-up of the LEP in general.

While there is still some grumbling from certain quarters, much of the dust has now settled. And while it is certainly far too soon to judge how effective the LEP is going to be, there are some encouraging early signs.

One of LEP's chairman's early pronouncements was that it would be



totally open and transparent. This has arguably taken a little time to gather momentum, but over the coming weeks it is going on a road show around Cornwall, inviting local businesses to have their say. Turn to page 5 for a full list of venues, or visit www.cornwall-ios-lep.co.uk.

Have a great Christmas. ♦

Nick Eyrie

Digestgeneral

Sponsored by



www.cornwallchamber.co.uk

Cornwall secures RGF grants

Cornish projects are set to benefit following the allocation from the second round of the Regional Growth Fund (RGF).

Although small beer when compared to previous investment from the soon-to-be-defunct South West RDA, the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) was awarded a grant worth £13 million.

The LEP says the investment will be used to attract additional funding to create a £43 million programme which will directly create or safeguard 3,200 jobs and indirectly create 2,100 jobs in Cornwall and the Isles of Scilly.

LEP chairman Chris Pomfret said "This is great news for Cornwall and the Isles of Scilly. Investment of this scale is hard to come by in the current economic climate and this reflects the quality of the bid which has been designed to meet the short and long term needs of the private sector."

The funding will be split into two separate strands. The first strand will be competitive and will provide businesses

and social enterprises with capital grants and investments to grasp the opportunities presented by superfast broadband.

The second strand will fund infrastructure projects in the marine, mineral, renewable energy and aerospace industries which will unlock private sector investment.

United Downs-based Geothermal Engineering Ltd also won a £6 million slice of the £1.4 billion fund, to help create 'hot rocks' sites across Cornwall.

MD Ryan Law said: "It's been a long process. We have had to push very hard to get this level of support from the government."

Meanwhile, Goonhily Earth Station, which was seeking £7 million from the fund to develop a space and science park, missed out on the announcement, although was listed among a number of projects still "under consideration".

And local MP Andrew George expressed his optimism that it would soon be approved. ♦

LEP hits the road

The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) is launching a series of road shows across Cornwall and the Isles of Scilly to give businesses "a real say" in the development of the new economic strategy.

Entitled 'Tell Us', a series of events will travel across Cornwall from Bude in the north, down to the Isles of Scilly in the west.

LEP chairman Chris Pomfret said: "For the first time, we have a chance to create a local economic strategy which is really driven by businesses and reflects what our local businesses want. These road shows are an opportunity for businesses to have their voice heard."

The first road shows will visit Truro and Pool on December 6, followed by 12 other events extending into January. ♦

Coasting to £400k grant

Eight Cornish seaside towns have now been granted a share of £400k to support jobs, businesses and regeneration in their local communities.

In a competitive bid for funds, Bude, Hayle, Looe, Newquay, Par, Penzance, Perranporth, and St Agnes all succeeded in their bids to help drive their economies forward.

They developed initiatives to improve the visitor and local community experience, from promenade and harbour improvements to enhancing beach access for the less able.

A total of 18 applications were received with a combined value well in excess of the fund's, making it a hard task for the decision panel, comprising of tourism, economy and community leaders.

Steve McTeare, non-executive director of Cornwall Development Company



▶ Bude: Investment

and panel member, said: "Although the funding pot was relatively small in the great scheme of things, I do hope it will go some way to making a difference to those areas selected and in many instances kick-start some of the bigger picture regeneration projects." ▶

New investor joins Treasure Trails

Treasure Trails has secured "substantial" fresh investment from a new director.

The Truro-based company, which specialises in creating themed walking trails across the UK, has welcomed Graham Keene into the company.

Treasure Trails founder Steve Ridd had been seeking investment with the help of the South West Angel and Investor Network (SWAIN) in order to develop and drive the long-term business strategy of the company.

Ridd explained: "The concept has become a national success and I have felt strongly that what we needed was strengthening at the executive level, to help take the next big step.

"Graham will be playing a hands-on role at board level and together we now have the skills and capital to turn Treasure Trails into a household name." ▶

Classic invests in Boutique Retreats



▶ Simon Tregoning: "Impressed"

Classic Cottages has invested in St Agnes-based self catering specialist Boutique Retreats.

Boutique Retreats was set up four years ago by former investment banking lawyer Philippa Barton, and currently

manages 11 properties. Its aim is to bridge a gap between boutique-style hotel accommodation and self-catering in the couples market.

Classic Cottages chairman, Simon Tregoning, commented: "We are very impressed with the way that Philippa has built her business and are keen to give her the platform upon which she can continue to develop Boutique Retreats."

While terms of the deal have not been disclosed, both parties are keen to stress that it is purely an investment on Classic's part, and not a merger. ▶

Diary

December 6

Keeping Brand Promises
Pavilion Centre, Royal Cornwall
Showground, Wadebridge
www.unlockingenterprisepotential.com

LEP Roadshow
Town Hall, Truro (9.30am)
Pool Innovation Centre (2.30pm)

December 7

Real Life Entrepreneurs
St Mellion International
www.FSB.org.uk/Cornwall

December 8

LEP Roadshow
Guildhall, Saltash (10am)
Town Hall, Launceston (2.30pm)
Public Hall, Liskeard (6pm)

December 9

Cornwall Sustainability Awards
Royal Cornwall Showground,
Wadebridge

December 13

Cornwall Chamber Breakfast
Penventon Hotel, Redruth
Tel: 01209 216006

LEP Roadshow
Tate, St Ives (9.30am)
Astro Centre, Penzance (2.30pm)
Wesley Hall, Helston (6pm)

December 15

Francis Clark Professional Briefing
Business Valuation
Lowen House, Truro
Tel: 01872 276477

December 16

LEP Roadshow
Shire House Suite, Bodmin (9.30am)
Bay Hotel, Newquay (2.30pm)

January 6

LEP Roadshow
National Maritime Museum, Falmouth (8am)
(booking essential via lep@cornwall.gov.uk)
St Austell Brewery, St Austell (2.30pm)

January 11

LEP Roadshow
Town Hall, Isles of Scilly (10.30am)

January 13

LEP Roadshow
Parkhouse Centre, Bude (9.30am)

January 18

Bishop Fleming Funding Briefing
Kingsley Village, Fraddon
Tel: (01392) 448800

To publicise news of your event here, please email news@businesscornwall.co.uk
Also, be sure to check out latest events on the Networking Calendar on our website.

3B expansion

Helston-based 3B International Ltd has recently benefitted from a £40k boost through the South West Loans Fund to assist expansion.

3B International is a family business, owned by sisters Claire Culm and Suzie Hackland and their mother Ann Booth, and specialises in warehousing, mail distribution and pick and pack services.

The loan it received earlier in the year has helped it to adapt its premises at Tresprison Business Park to increase workspace efficiency, implement a new marketing strategy, and provide working capital for growth.

MD Claire Culm said: "Our business growth over the last 12 months had seen



3B International: Family values

us outgrow our operations department. The South West Loan has enabled us to convert part of our existing warehouse space into a bespoke pick and pack department in order for us to manage the rapid increase in this sector of our business." ▶

A fresh Rural Focus

Farmers and rural businesses in Cornwall are set to benefit from an enhanced range of dedicated support services delivered across the south west by Peninsula Enterprise.

Formerly part of its Business Link operation, the organisation's specialist rural service is now called Rural Focus and the first of a new series of local events has already been confirmed at venues across Somerset, Devon and Cornwall.

David Hynd, head of rural services at Peninsula Enterprise, said: "More and more farmers and rural businesses are looking to improve efficiencies and develop their core operations rather than to diversify, and it's important we take full account of new developments in RDPE support schemes and the potential implications of current CAP reform discussions." ▶

New venture

A local financial adviser has launched a new firm – Morlaix Ltd.

It is the venture of chartered financial planner Ged Dixon, who has 20 years' experience in financial services.

He said: "I am extremely excited about the launch. Morlaix has been granted corporate chartered status, the gold standard for financial planners. We are a fresh, forward thinking and totally



Ged Dixon: New venture

independent company with our focus being the client and not the product." ▶

Bishop Fleming briefing

Accountancy firm Bishop Fleming is inviting Cornish business owners to a New Year event to focus on funding alternatives to high-street banks.

The event, at Kingsley Village on January 18, will feature presentations from funding and business support organisations, including providers of grants, loans, equity investment, and asset-backed lending.

Ewan McClymont, Bishop Fleming's head of grants and corporate development

for Cornwall said: "There is no doubt that Cornish business owners are struggling to obtain sufficient levels of conventional funding.

"There are many alternative funding options, and this event is focused on highlighting some of those available."

To book a free place, email jwright@bishopfleming.co.uk ▶

Briefs

Expanding: Accountancy firm Bishop Fleming has strengthened its reach across the south west by completing a merger with Worcester-based Rabjohns. The deal means Bishop Fleming now has a spread of offices up the M5 corridor from Cornwall to the Midlands.

Deserving: An annual golf day run by a local IFA raised £1k for Cornwall Hospice Care in memory of a former colleague. TMS Financial Solutions dedicated the day to Anna Pike, who worked as an adviser at the firm's Falmouth office and died in August after a short illness.

Rising: Brewin Dolphin has moved up to ninth place in the annual Charity Fund Management survey. According to the November issue of Charity Finance magazine, Brewin Dolphin has seen a 20% rise in its charity funds under management since 2010. Last year, the company was in tenth place.

Exhibiting: Building on the success of its first event earlier this year, The Cornwall Home Show is back for 2012. Organised by Live Events South West (LESW), the show is a two-day event designed to showcase Cornwall's specialist suppliers under one roof. Full details can be found at www.cornwallhomeshow.co.uk

Collecting: Cory Environmental Municipal Services has won the £125 million contract to provide Cornwall's waste and recycling collections for the next eight years, starting in April.

Winning: Cornwall won the 'Best in Show' award for its stand at the recent Geothermal Expo in San Diego. Five Cornish companies, TigerX.Studio, Altcom, Calidus Engineering, Fugro Seacore and EGS Energy were brought together by Invest In Cornwall and UK Trade & Investment (UKTI) at the expo, one of the largest events of its kind.

Green light for FabTest

Details for a marine energy test site in Falmouth Bay have been confirmed.

Falmouth Harbour Commissioners (FHC) submitted a licence application earlier in the year for the FabTest scheme, and has now signed a lease with The Crown Estate.

The site has also been issued with a marine license by the Marine Management Organisation (MMO), which allows the mooring of marine energy converter devices.

It is the latest step in the creation of a marine energy park in the south west, which will aim to pull together commercial and academic organisations and marine energy assets to create a vibrant and centre of marine energy in the region.

FabTest, which is not grid-connected, will enable wave energy generation device developers to conduct sea trials of their devices in moderate seas, close to port facilities. It is a stepping stone to the deployment of arrays of devices at Wave Hub, the world's largest grid-connected wave energy demonstration facility installed ten miles off the Hayle coast.

The management of the site will be undertaken by a partnership between FHC and the University of Exeter. The FabTest project has been driven by a steering group which has also included Wave Hub and the marine energy support industry including A&P Group and Mojo Maritime in Cornwall.

Mark Sansom, chief executive of Falmouth Harbour Commissioners (FHC),



▶ Mark Sansom: "Delighted"

said: "FabTest offers a pre-consented area in Falmouth Bay licensed to test up to three devices at a time and we are delighted to have signed this lease with The Crown Estate." ▶

Silver seal for Reflex

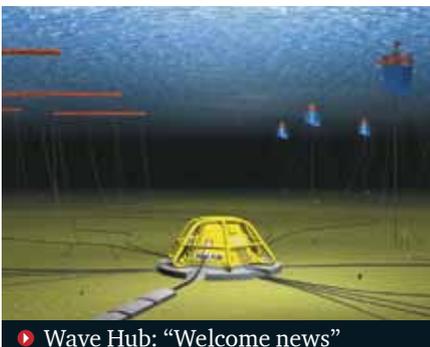
Local marine engineering business Reflex Marine has been awarded Silver by Investors in People (IiP). It joins a select group of only 2% of businesses in the UK to have gained the Silver award.

Reflex Marine is internationally renowned for setting high quality and safety standards in the world of offshore marine engineering – specialising in crew transfer operations between offshore platforms and ships. It is also highly active in the wind energy business.

CEO Philip Strong said: "It's a great honour for Reflex Marine to receive such a prestigious award – particularly on our first application.

"However we can't afford to be complacent. For us, this is a journey not a destination and we will keep working to ensure we grow a really great company based on solid values that we can all be proud of." ▶

ROC boost for Wave Hub



▶ Wave Hub: "Welcome news"

Wave Hub, the marine energy project located off the Hayle coast, has welcomed Government proposals to more than double the subsidy available to wave and tidal energy projects.

A long-awaited review of the Renewables Obligation Certificate (ROC) scheme includes a raft of changes to how clean technologies are subsidised.

It includes an increase in the number of tradable ROCs awarded to wave and tidal energy projects from April 2013 from two ROCs per megawatt hour currently, to five ROCs per megawatt hour.

Wave Hub general manager Claire Gibson said: "The wave energy industry will welcome (the) announcement because it helps close the economic viability gap, which remains the biggest stumbling block to the commercial deployment of wave devices.

"That's good news for Wave Hub because it means that device developers can rely on a much more supportive subsidy regime for the electricity they generate once they have a device in the water." ▶

Marine leisure sector hailed

The marine leisure sector was hailed as the "linchpin" for maritime strategy in Europe's Atlantic Area at a key conference attended by a south west delegation in France recently.

Almost 300 European stakeholders came together to exchange ideas on the issues, dynamism and sustainable development of the Atlantic Area at the two-day Nautisme Espace Atlantique (NEA2) conference in Brest, Brittany.

Participating representatives from the south west included Cornwall Council, Cornwall Marine Network (CMN), Cornwall Sustainable Tourism Project (CoAST) and Global Boarders.

CMN will shortly be launching a second NEA2 innovation survey, which will further measure levels of innovation and barriers to innovation within the Cornish marine sector. ▶

Opening Gateway

The first workspace in the £13.5 million Barncoose Gateway development is nearing completion.

The scheme, which is supported by more than £6.6 million of Convergence investment, is the largest speculative employment space to be undertaken in Cornwall and involves the construction of five office and hybrid/industrial units on a site near to the A30 and Redruth.

It is estimated that once all buildings are fully occupied, 82 jobs will be safeguarded and 171 more will be created by 2015.

Local employer Coastline Housing Ltd is planning to move into the first completed new office building which comprises a two storey building of some 1,740 sqm, before the end of the year.

Practical Developments (SW) Ltd, which is the developer for the project, has appointed BLS Estates and Miller Commercial as agents. ▶



▶ Barncoose: Nearing completing

Spiral-ling across the UK

Following completion of a £600k factory extension earlier this year, Helston-based stair manufacturer Spiral Construction is pressing ahead with a number of contracts for blue chip customers throughout the UK.

Spiral has just completed a £90k feature helical stair in the Heron Tower, which is currently the tallest building in the City of London.

The stair is the main feature in the reception area of a suite of offices for

Landmark, which is London's leading provider of serviced office accommodation. Negotiations are currently underway for a similar stair on the top floor of the Tower within a new restaurant for an American company.

Additionally, the company is currently completing a £300k contract on the Shetland Islands as part of a £20M accommodation complex for oil giant Petrofac, while work is commencing on a similar sized

contract for construction giant Skanska to provide 12 feature staircases for Brent Civic Centre, currently being built adjacent to Wembley Stadium.

Spiral Construction director Eric Nicholls commented "Despite the ongoing tough conditions for the construction industry and economy nationally, we are pleased to be very busy and continuing to receive very good levels of enquiries for high quality projects throughout the UK." ▶

Two Coves, won award



▶ Two Coves: Award

A Cornish new homes development has been honoured at the national Housebuilder Awards.

Linden Homes' Two Coves development, on the site of the old Duporth

Holiday Village near St Austell, won the Best Design category at the annual awards ceremony.

Bill Cawse, managing director for Linden Homes, said: "We are thrilled that Two Coves has been recognised for its exemplary design, especially against some tough competition.

"It's a unique development and while its design has always been complimented locally, we're absolutely delighted that it's been praised nationally." ▶

Space, the final frontier

Builders are putting the finishing touches to 12 new industrial units on the established St Austell Bay Business Park.

The units, all of which include electric roller shutter doors and CCTV security, range between 1,250 sq ft to 2,000 sq ft in size with parking.

Developer Dainton Storage says it carried out comprehensive research into the needs of local companies before it began construction.

Operations director Shaun Duncan said: "We are conscious of the economic climate in Cornwall, so we canvassed local businesses to ascertain what level of rent

what would be affordable, then worked back from there to calculate our budget for the build." ▶

£3M contract for ADG

The Architects Design Group (ADG) has been appointed to design a £3 million extension to Duchy Hospital, Cornwall's only private hospital.

ADG was appointed following a tender process by Ramsay Health Care UK. ▶

Top ten WWA

A Truro-based quantity surveying business has been named one of Britain's fastest-growing construction companies.

Ward Williams Associates (WWA) achieved a top ten ranking in Building magazine's annual survey.

Headquartered in Truro, with offices around the UK including Bristol and Plymouth, WWA is the ninth fastest growing construction company in the UK, and the fastest growing quantity surveying practice in the south west.

WWA also secured a Top 50 place in the Top Surveyors rankings. ▶

Safety first

A director of a Truro consultancy business has been accepted as a Fellow Member of the International Institute of Risk and Safety Management (IIRSM).

JNS Safety Services specialises with commercial, retail, construction and holiday park safety, and director James Slater's fellowship, says the company, demonstrates his commitment to health and safety issues throughout the industry. ▶

A global vision

A new company has been formed out of the ashes of a former Falmouth-based ground source heat pump business.

Mimer Energy Limited has been created through a merger of the technical team behind the EarthEnergy, which went into administration back in March, and Swedish geothermal company Mimer Energy.

The new business is based in Falmouth and headed by group chief executive

Brian Kennelly, former EarthEnergy MD and current chairman of the UK's Ground Source Heat Pump Association.

Kennelly said: "This is a scalable and ethical model that we want to export worldwide, underpinned by our team's experience of delivering robust, reliable geothermal heating and cooling systems.

"It used to be said that if you looked down any mine in the world you would find a Cornishman at the bottom. We



▶ Brian Kennelly: Global ambition

want the same to be true for geothermal energy." ▶

'Bright future' for PV

Cornish solar firm Solen Energy UK has said it is confident it will go from strength to strength despite the Government announcing sudden cuts to the Feed-In Tariff (FIT).

The Government's proposed halving of the FIT rate has caused panic among many smaller operators.

But Solen has predicted a bright future for companies that have a strong base and service a range of sectors.

And the firm, based in Indian Queens, says the sudden cut, due to come in on December 12, has just served to make the business busier.

Debbie Webb, Solen's southern sales manager, said: "We knew the cuts were going to come and they were needed to stabilise the industry. What we didn't foresee was this timescale.

"We have heard reports that other operators are having orders cancelled and are laying off staff, but it has had quite the opposite effect on us.

"We have expanded our workforce recently from 16 to 20 and we are confident we will not need to make any cuts.

"In fact we are working around the clock to complete projects that we have undertaken and to supply PV equipment to customers."

Since May, Solen has installed 400 megawatts of PV capacity, with many large projects in the pipeline to be announced next year. ▶

Waste facility plans

A planning application has been submitted to the Council for a recycling and residual waste transfer facility at the planned Bio Park site near Scorrier.

The proposal, from Cory Environmental, would allow the development of an integrated waste management facility helping businesses in Cornwall to recycle more.

A public consultation event was held last month where local residents were able to find out more about the proposals.

Nigel Carr, general manager for Cory Environmental Municipal Services, said: "Our proposals...will help Cornish businesses to improve recycling levels and divert more waste from landfill. The proposals include a materials recycling facility and waste transfer and processing building."

The plans, says Cory Environmental,

fit within the agreed development framework for the Bio Park site and will deliver a facility that "builds on years of public consultation".

It claims development would be a major financial investment in the area, creating new jobs at both the construction stage and in the operation of the facility. ▶

Wind of change



▶ Deal: Martin Wright (l) and David Eyles

A farm near Truro has become the first business in the UK to benefit from a loan from RBS/NatWest's recently launched Renewable Energy Fund.

Treworgans Farm in Ladock, installed a 50kw wind turbine on its land with the support of a £285k loan from RBS.

Treworgans Farm is a small family-run grassland farm, set over 82 acres rearing sheep. Owner David Eyles is no stranger to diversifying and recently converted two of his barns into holiday lets to provide additional income.

RBS relationship manager Martin Wright added: "We're serious about being at the forefront of helping UK businesses switch to a more sustainable way of meeting their energy needs." ▶

Green Build Cornwall

Cornwall Sustainable Building Trust launched its Green Build Cornwall Foundation last month.

The Green Build Cornwall Foundation will be located at The Eden Project bringing together green build specialists from the charity as well as specialists from commercial and academic spheres.

The space is being designed and built as a cutting edge sustainable building exercise and will demonstrate what can and is being done in Cornwall to improve the sustainability of construction in the region and beyond. ▶

Pies and 'grumpy old men'

Two self-proclaimed 'grumpy old men' from Cornwall have launched a new range of savoury pies.

Grumpies of Cornwall was founded at the beginning of 2011 by Trevor Shea and Mark Carne at their bakery in Launceston.

The company uses the best Cornish ingredients including local vegetables, Cornish ale, and meat from Philip Warren's, a prize winning Launceston butcher.

On creating the pies, Shea said: "At Grumpies, we're really lucky to work with a chef who has experience of work-

ing in restaurants all over the world.

"We told him not to worry about budgets or costings and spend some time at home creating pies as if he was making them for his family."

And as for the novel branding concept, Shea added: "The branding has gone down a storm with customers amused to see that the illustrated characters are representative of me and Mark, and everyone has mentioned the high quality of the pies."

The Cornish businessmen say they founded Grumpies, pronounced



▶ Grumpies: Proof in the pie

GrumPIES, to fill a gap in the market for top quality Cornish pies that are also environmentally responsible. ▶

Cornish Pasties and Mexico

A Mexican delegation visited Cornwall recently ahead of the opening of the world's first pasty museum.

The esteemed establishment isn't set to be based in the Duchy, however, but in the town of Real del Monte, Hidalgo State, Mexico.

It is perhaps a little known fact over here, but Mexico has something of a pasty heritage itself, with Real del Monte holding the world's only International Pasty Festival for the third time in October, attracting an estimated 20,000 visitors.

The Cornish Pasty Association (CPA) played host to the visitors from the Mexican

group, Consejo Regulador del Patrimonio Cultural Real del Monte Cornwall AC (The Regulatory Council for the Cornish Heritage of Real del Monte), led by its Chairman, Jaime Soto.

CPA chairman Mark Muncey said: "It is such a pleasure to meet the members of The Regulatory Council for the Cornish Heritage of Real del Monte and to discuss how our associations, based in very different regions of the world, operate and what we can learn from each other." ▶

Cream of Cornwall

Scorrier creamery Rodda's has been named the UK's best manufacturer of dairy-based treats at the Food Manufacturing Excellence Awards 2011.

Its achievements were recognised in front of more than 400 industry guests at a gala awards ceremony last month at London's Park Plaza Riverbank.

Despite the tough economic climate, the judges noted that the Cornish creamery had increased sales by 23% and improved its national distribution through both foodservice and retail outlets.

At the same event, R&R Ice Cream, which is a major shareholder of Kelly's of Cornwall, was named the UK's best frozen foods manufacturer. ▶

Online food market goes national

Just a year on from launching cornishfoodmarket.co.uk, the online home delivery service is spreading the word about Cornish products to the nation at large.

Favourites like fresh saffron cake and clotted cream, chutneys and cheeses, local ales and real Cornish pasties are winging their way across the land.

The company is delivering to customers in England and Wales, Tuesday to Saturday, with a 36 hour order time.

MD Sean Williams said: "People who have Cornish connections or have been using us for their online food orders when



▶ Sean Williams: Meeting demand

they arrive down here on holiday have been asking us when they'll be able to get the best of Cornish wherever they live." ▶

Best school food in the west

The best school food in the region can be found in Cornwall – it's official.

Cape Cornwall School lifted the coveted Local Food in Schools Award at the recent Taste of the West Awards, held at the Eden Project.

The St Just school narrowly beat off competition from Penair School in Truro, and two other schools in east Devon and Somerset. ▶

Cornish win at World Awards

Sharp's Brewery has been awarded two prizes in this year's World Beer Awards 2011.

Sharp's Special and Chalky's Bite were named both the World's and Europe's Best Pale Ales in the bitter and flavoured categories respectively.

Head brewer Stuart Howe commented: "We're honoured that two of Sharp's most popular ales have been recognised at the World Beer Awards. It is a mark of the highest recognition from the industry."

Sharp's Special (5% ABV) was recognised for its "spicy and perfumy hop aroma", while Chalky's Bite (6.8% ABV) was praised for its "well balanced, mildly herbal taste with a sweet bitterness". ▶

World award for Superfast



▶ Winning team: Superfast Cornwall

Cornwall's superfast broadband project has won a major accolade at the World Communication Awards.

A panel of judges, which included some of the world's leading IT experts, named the £132 million private and public sector partnership as Project of the Year.

The judges said Superfast Cornwall was "a good example of a private company partnering with the public sector" to create "Europe's most ambitious rural deployment of super-fast broadband".

Ranulf Scarbrough, Superfast Cornwall programme director for BT, said: "Superfast Cornwall has captured the attention and imagination of the world. It demonstrates what can be achieved when the private and public sectors work together, sharing their resources and knowledge – and provides a blueprint for many other rural areas across the UK and elsewhere in the world." ▶

Testing times for film industry

Visual Persistence, a video postproduction facility based in Penryn, is embarking on a test project to explore the potential of the superfast broadband network being rolled out across the county.

Visual Persistence is working with the Academy for Innovation and Research (AIR) at University College Falmouth, to assess the potential for superfast broadband to make digital postproduction a viable industry for Cornwall.

The project will explore whether the network can support online data transfer and

remote collaboration between the on-set film crews, production houses, scanning companies and postproduction facilities involved in producing feature films and pop videos.

Visual Persistence founder Matt Walsh believes superfast broadband could enable postproduction to become a viable industry for Cornwall. He said: "Postproduction companies could set up in Cornwall or relocate here, and the county could reap the benefits of being an integral part of the global film industry." ▶

Best in UK

Document archiving and management specialist DocuWare has revealed that Truro-based Datasharp has the highest number of DocuWare certified sales and technical staff of any independent partner in the UK.

Humperdinck Jackman of DocuWare, commented: "This is a fantastic achievement and highlights Datasharp's dedication to providing an exceptional level of customer care, which we applaud."

Datasharp's sales manager, Martin Gardner, added: "The Docuware system truly revolutionises how businesses can manage their documents on a day to day basis as well as addressing their long-term storage challenges.

"Recent months have seen a huge demand for the Docuware system from our customers who have identified the many business benefits and that the technology is real a game changer in the document management world." ▶

Wild pretty in pink

Wild Card, the independent consumer brand PR consultancy, with offices in Truro and London, has unveiled a new look website and brand identity.

Kate Wild, founder and MD of Wild Card, said: "The new branding in bold pink suitably compliments Wild Card's dynamic and creative approach. Our business is

all about brand building and our new site proudly showcases the high profile range of brands we represent and the results we achieve." ▶



Briefs

Official: Redruth-based computer services company Piran Technologies has become an authorised reseller of the Google Apps suite of communication and collaboration tools.

Rock: A new marketing company has opened its doors. The Rock Agency has been founded by marketing professionals Kerensa Beer-Robson, Lara Harkavy and Susan Rowlands. Before forming the Wadebridge-based agency, all three directors enjoyed successful careers in their own individual marketing disciplines, both in London and here in Cornwall.

Gong: St Wenn-based PR agency Barefoot Media scored a brace of gold industry gongs at the Chartered Institute of Public Relations (CIPR) PRide Awards for the West of England region. Other Cornish winners included Suzie Smith, for Best Freelance Practitioner, and Cornwall Council, which won two silver awards.

Hired: Truro recruitment company Employ500 has hired TR Cubed Software to provide it with new software specifically designed to automate the matching of candidates with vacancies.

Wired: The Computer Spares Warehouse has launched a new service allowing customers to order refurbished IT equipment online and collect it from shops in Falmouth and Truro. It will be operated via the Computer Spare Warehouse's newly launched site, www.cswretail.co.uk

Filmed: Cornwall Enterprising Women sponsored the recent Cornwall Film Festival's first-ever Reel Women competition, celebrating the talents of international female film directors.

Blue Chip Dando

Blue Chip Holidays has appointed former mortgage advisor Margaret Dando as portfolio development manager for Cornwall.

Dando will be responsible for accelerating the business' high-end holiday home acquisition programme in Cornwall and will liaise directly with second home owners, estate agents and developers.

Blue Chip MD Alan Taylor said: "Margaret has worked in the property investment and holiday home sector for over 12 years. She has firsthand experience



▶ Margaret Dando

of running her own profitable holiday home as a business and is in an excellent position to help other owners maximise income from their second homes." ▶

Chef Cook joins college

A Michelin-starred chef turned educator has joined Cornwall College as its new corporate curriculum lead for retail and service industries across its seven county sites.

Simon Cook, who will also be head of faculty for the same area on the Camborne campus, will take up the role to lead the strategic development of the faculty, both academically and commercially.

It was while working in Germany that he picked up his first Michelin star. Then following two years in South Africa, he returned to the UK and moved into education, most recently working at Somerset College. ▶



▶ Simon Cook

UCP grad docks at Quay

The Old Quay House hotel in Fowey has appointed a marketing executive through the Unlocking Cornish Potential (UCP) scheme to help develop its online presence.

Hannah Marks graduated from Plymouth University in 2008 with a BSc Hons in international tourism management.

Upon graduating, she joined Hoseasons where she developed her skills as a web co-ordinator, specifically involved in social media and customer relationship management. ▶

GSA expands board

CSA Architects has strengthened its board with the appointment of two new directors.

Chartered architect Tony Martin, who joined CSA three years ago, has won RIBA Awards for educational and commercial works and a major accolade for the renovation of The Royal Festival Hall in London.

Rob McGuinness is a chartered landscape architect, a qualified urban designer and arboricultural consultant – a first for Cornish architectural practices.

MD Justin Dodge commented: "Tony and Rob's appointments reflect the value of their input into our projects." ▶

New partners at Francis Clark



▶ Alan Turner

Francis Clark has appointed two new partners, following its recent merger with Winter Rule in Truro.

Alan Turner, who is managing director of Winter Rule Financial Planning, becomes a partner based in the Truro office.

He will continue to manage Winter Rule Financial Planning, which is in the

process of merging with Francis Clark Financial Planning, creating one of the biggest independent financial advisers in Cornwall and Devon.

Once that process is complete, Turner will be joint managing director of the financial planning business, along with Exeter-based Mike Wilson.

In addition, Francis Clark has named Andrew Killick as a partner in its corporate finance team.

Over the last 20 years, Killick has worked in 'Big 4' and Mid-Tier practices, as well as in banking and venture capital and has collected various awards for his corporate finance expertise. His appointment brings the number of dedicated experts in the firm's corporate finance team to 11. ▶

Low Carbon Cade

Low Carbon Futures have strengthened its team of environmental business specialists with the appointment of Charlotte Cade under the Unlocking Cornish Potential (UCP) scheme.

Cade has joined Low Carbon Futures as a business development officer and will be providing marketing support and helping the Camborne-based business to implement its growth strategy. ▶



▶ Charlotte Cade

14-up for Mutual



▶ The new group at Cornish Mutual

Truro-based insurance firm **Cornish Mutual** has been busy in the jobs market, recruiting 14 new full-time members of staff.

The newly-created positions will all be based in Truro and work in departments including member services, IT, accounts and operations.

The team will be involved in providing Cornish Mutual's commercial and personal insurance products and services for its 23,000 members in Cornwall, Devon, Somerset and Dorset.

Ria Murphy, Lisa Hitchens, Katie Harland, Rachel Donaldson, Megan Baker, Laura Wilkins and Jonathan Pollard take up the roles of member services advisors.

Mauricio Morgado and Martin Reynolds are new IT support technicians, Chris Langley is software support and reporting analyst, Vanessa King is an accounts assistant, Clare Martin is business analyst, Nigel Meaby takes on the role of operations support and Carole Ham will act as front-of-house administrator. ▶

SBC strengthens



▶ Russell Weetch

Scott Burridge Commercial (SBC) has appointed **Russell Weetch** as partner to head up its leisure and business transfer agency department.

Weetch has 20 years' experience in the Cornwall property

market, mainly dealing with sales and acquisitions in the leisure, hotel and business transfer sectors.

Nick Seaton-Burridge, managing partner of the Truro-based company, said: "We are delighted to have appointed Russell, a well-respected property professional whose leisure and business transfer experience will complement our long-established commercial and licensed trade agency teams." ▶

MailAway

Simple. Reliable. Enjoyable.

Opening a whole can of



...on Spam

Get your business moving in the right direction, contact us today

mail-away.co.uk

0845 241 4620

10B Falmouth Business Park, Falmouth, TR11 4SZ

The future's still bright

Debbie Webb, sales and marketing director for Solen Energy UK in the South West, explains why there are still plenty of reasons to invest in solar

See the (sun)light

The Government's proposed halving of the feed-in tariff rate caused panic within the solar industry last month, particularly amongst smaller installers.

Changes are due to come into force from 12 December, where the opportunities for householders and smaller businesses to earn money through photovoltaic (PV) panels drops from 43p to 21p per KW hour.

Solar firms and organisations including Friends of the Earth and Solarcentury are now calling for a judicial review against the Government's decision to safeguard the future of this burgeoning industry in the UK.

The reality for our company is that we can barely keep up with the demand for stock.

Solen Energy supplies many local installers around Cornwall and the South West, who are now working round the clock to install PV systems ahead of the December 12 deadline.

Fortunately, we have the skills, experience and resources to meet the demand. Solen Energy's parent company in Germany has invested heavily in the UK this year, establishing our offices in Indian Queens and Liverpool. Since then, we've expanded our workforce further and we're confident about the future.

We believe solar energy still holds a real opportunity for business and agriculture in our region, with or without the feed-in tariff.

Larger business premises and agricultural buildings provide a great platform for PV systems. Since May, Solen has installed 400 megawatts of PV capacity, with many large projects in the pipeline to be announced in 2012.

Whilst the financial benefit of the FiT is significant, and ensures payback on your system more quickly, investing in solar energy is an investment in the future of your business.

Even with the cuts, the figures still stack up and PV energy is still a very attractive investment. We have worked out you can still expect a 7.5 to 8% return after the cuts.

Add to that increasing electricity costs which mean that anyone using a lot of electricity – for instance business that use operate machinery – can make a great return.

As carbon targets come in for homes and businesses PV is actually going to become a necessity to meet those targets.

Sadly, some operators could be effected

by the cut, but it was always going to happen and from a positive viewpoint it will stabilise the industry and bring some control to it over the long term.

The sudden announcement, which in fact came from leaked information, was not very fair and it has put a squeeze on everybody in the PV industry.

But we are absolutely confident that we will start the new year in a great position and taking this business from strength to strength. ●

“Solar energy still holds a real opportunity for business and agriculture in our region”



Email: debbie.webb@solenenergyuk.co.uk
01726 862470
www.solenenergyuk.co.uk

The virtue of simplicity

When it comes to business communications, SMEs have never had it so good. Bush Telegraph explains why

Every cloud...

There are many ways to communicate; traditional fixed-line or mobile phones, fax, instant messaging, video and email, all methods offering numerous application options.

The options today are to use conventional technology or adopt innovative and more beneficial ways to conduct business, for instance Cloud services; but what if your business would like to utilise a bit of both to enhance the way it communicates?

Now for the first time, an award-winning Unified Comms (UC) solution is available in Cornwall. The solution is offered as an alternative to a fully-hosted service, this IP based offering delivers a standardised and user-friendly system perfectly suited to the SME marketplace.

In today's business environment, performance is key. The system is easily installed on a PC running Microsoft, offering a complete unified solution which includes a telephony system, voicemail and fax for every user, plus providing a rich presence, integration into Outlook, conference function, instant messaging, call management and more.

The system provided by Bush Telegraph offers a versatile, cutting edge software based communication tool, allowing seamless integration with existing Microsoft applications, offering a feature rich system that will improve workflows, whilst delivering a reduction in communication costs.

The software intelligently links all forms of business communications into a platform with a uniform user interface, that can be used in the office, at home or on the move ensuring maximum flexibility.

The solution operates with a wide range of different terminal devices, for instance a USB handset, deskphone, Dect phone or smart phone, giving you complete access wherever you are.

Think back to last year when many staff could not make it into work due to the severe weather. Companies with UC could encourage employees to work from home giving them the same access to IT and telephony resources that they would expect in the office.

As long as you have access to a broadband connection, inbound and outbound phone calls can be taken and made from a softphone giving you the perfect business continuity solution.

“Companies with UC could encourage employees to work from home”

This innovative system is future-proof and costs include free updates and upgrades. For businesses that have several sites and want to expand the head office telephony functions to branch offices, it can offer central management, global phone books and can work as part of your existing network infrastructure.

The business also benefits from server consolidation, adding great advantages to the operation including lower hardware and energy costs, space savings and higher availability. The system routes all voice and data traffic over your existing IP network, as a result your infrastructure is considerably reduced and you enjoy free network calls.

Bush Telegraph MD Chris Royden said: “This system provides a comprehensive, expandable, flexible and innovative solution that really does fully integrate into any business, giving enhanced, cost effective communication tools to improve the business operation.”

To celebrate the introduction of this versatile solution to the Bush Telegraph portfolio, businesses who register their interest and place an order by February 1 will receive a free smart phone*. Choose from iPhone, Android or Blackberry.

Thousands of businesses are already using this system to be more efficient and more responsive to customers' needs. Don't be confined by legacy systems and ideas, discover exactly how UC can instantly add value to your business. ●

*Terms & conditions apply.



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

Mission: inspiration

Something new is starting for Cornish entrepreneurs... and you can help shape it. The Unlocking Potential launch sets out its plan for the future of business support in Cornwall

Where do you want to be and how do you want to get there? Important questions for any aspiring Cornish business.

Perhaps most importantly though, is that there is now someone out there who is really listening to the answers. And for the first time, Cornwall's entrepreneurs will have access to a new innovative business-led support programme.

So who's listening? Unlocking Potential – a brand new Convergence-funded offer designed by business and delivered by Plymouth University and Cornwall College, in partnership with YTKO.

Despite only being launched last month, its pioneering approach has already grabbed the attention on a national level. Mark Prisk, the Minister of State for Business and Enterprise, says: "This is an admirable project to give businesses and individuals the skills they need to compete and succeed.

"I am greatly encouraged by its launch and I am sure it will have a significant impact in Cornwall and across the south west. I want to see more people gain the skills and confidence to start their own business and help to drive the UK economy forward to long-term sustainable economic growth. I wish it every success."

After a month-long series of inspirational conferences launched during November's Global Entrepreneurship Week, Unlocking Potential was awarded its national High Impact Badge of Honour.

With its impressive line-up of speakers and internationally renowned entrepreneurs, there is real excitement that the future of business support in Cornwall and the Isles of Scilly has, for want of another word, a lot of potential.

So what's it all about? According to interim director Mark Smith, this programme has been a long time in the

making and is born out of extensive research and consultation.

"Our business leaders are actively demonstrating their innovation, flexibility and ability to do more by working creatively with each other. We want to support this specific group-based process along every stage of the business journey.

"We've been tracking this ongoing Cornish growth, and our research tells us that the time is now right to support groups of like-minded business people in their pursuit of continued and renewed success."

The programme's goal is to provide "inspiration, knowledge, genuine insights and support" for businesses, centred around the concept of shared learning and peer to peer events.

Accomplished entrepreneurs and known experts will give delegates the tools they need to overcome their challenges in a showcase of the top global business ideas.

So far, signs are the concept is working. At five individual launch events, Unlocking Potential has already given hundreds of Cornish businesses access to talks from the likes of Digby Jones (a life peer and former Minister of State for UK Trade & Investment); Laura Tenison MBE (founder JoJo Maman Bébé); Deirdre Bounds (founder i-to-i); Sahar Hashemi (founder Coffee Republic); Shaa Wasmund (founder of Smarta)



Mark Smith, interim director, Unlocking Potential



Digby Lord Jones of Birmingham delivers his talk at Tregenna Castle

and serial entrepreneur BJ Cunningham, who all shared their experiences and how they overcame challenges to achieve business success.

Lord Jones told the packed launch event at the beginning of Global Entrepreneurship Week, that it was "education, education, education" which was the only way Cornwall and Britain can meet the challenges of the future.

He said: "We need to invest in primary education; secondary education, further education and higher education. That is the key to creating wealth."

A message which Unlocking Potential and its partners are well aware of. Cornwall College Principal and CEO Dave Linnell OBE told delegates: "We're delighted to be the further education partner of Unlocking Potential as it fits so closely with our mission to integrate employability and entrepreneurship into our student programmes."

Laura Tenison, who is Veuve Clicquot's 2010 Business Woman of the Year, shared a more personal aspect of her enterprise experience, by revealing there was nothing quite like running your own business.

"I love everything," she said. "The freedom, the achievement, the challenge, the hard work, the responsibility and the reward of working alongside people I love and admire."

Stafford Sumner, managing director of Jarrang, a Falmouth-based email marketing agency, was impressed with the calibre of the speakers across the board at the five events last month.

He said: "By bringing inspirational speakers to Cornwall, aspirational businesses will have access to knowledge, experience and motivation that can only enhance their operations and create long term benefits for the region."

At these suitably titled 'Enterprise Heroes' events, delegates were also given the opportunity to discuss their business development ideas and share insights. Sarah Trethowan from Pool-based regulatory affairs company TRAC Services is excited at this innovative approach.

"It's a great concept," she says. "I want access to world class expertise and peer to peer learning – it's how you learn to move your business forward."

So after these events, what else is on offer? A lot, according to Professor Julian Beer, pro vice-chancellor of Plymouth University and delivery partner of Unlocking Potential.

He says: "Events such as these will put Cornwall in the global spotlight for Enterprise and will give local people and businesses the chance to learn and be inspired by those who have been there and done it.

"However, the programme is so much more than just a series of really exciting events, follow-up sessions will be undertaken with all those who are inspired to put what they have heard into practice."

Unlocking Potential has broken down the follow-up process into three separate channels.



Founder of i-to-i Deirdre Bounds delivered her keynote speech "Innovate and Execute" at St Mellion

In-depth Conversations

If the event resonates and leaves you with the desire to do something with the thoughts that have been triggered, Unlocking Potential will be there.

During 'In-depth Conversations' they'll understand and explore your business, finding out where you are, where you want to be and how you want to get there.

Learning Collectives

Facilitated by the best in their field, the collectives will give you the opportunity to understand how other business leaders approach their challenges, and together explore the best way to overcome them.

The customised groups will mean that you're not alone on your journey, using an approach that has been proven to bring positive benefits to the participants.

“Events such as these will put Cornwall in the global spotlight for Enterprise and will give local people and businesses the chance to learn and be inspired”

Underpinning Research

By listening to your aspirations, challenges, experiences in each collective and your outcomes, Unlocking Potential will also feed 'Underpinning Research'.

All of the activity will be shaped by what you tell them you need. That includes bespoke workshops and support packages crafted in response to your requirements.

And just in case that message wasn't made clear, the Unlocking Potential launch events all featured the 'Future Business Thinking' wall, where delegates posted their responses to six key questions: What keeps you awake at night? Why did you start your business? Who inspires you? Where do you want your business to be? What do you love about running your business? How can we help?

Another question. What does this mean for Cornwall? Unlocking Potential's Mark Smith is confident this programme is there to help businesses



JoJo Maman Bébé MD and founder Laura Tenison

continue to do what they're already doing, but smoother, sleeker and bigger.

And that will ultimately have a collective significant impact on the economy. That's why Carleen Kelemen, director of the Convergence Partnership Office for Cornwall and the Isles of Scilly, is behind the programme too.

She comments: "The creation and growth of small enterprises is the backbone of the UK economy and even more so for our local Cornish economy. Yet the question of how to assist this diverse range of emerging entrepreneurs is as yet unanswered. This Convergence funded opportunity is piloting a collective and unique approach to meet this challenge."

Professor Wendy Purcell, vice-chancellor and chief executive of Plymouth University, is confident that they will drive a new economic dynamism in the county. She said: "By equipping businesses and individuals with the skills to compete more effectively in the global economy, we'll have a unique enterprise programme tailored for Cornwall but with a global reach."

So, as the keynote speaker BJ Cunningham asserted at the last of the launch events, 'Keeping Brand Promises', there are no Rules. Be not afraid. Be in love. Dive in. 

Unlocking Potential

In people. In business.

Speak to one of the team today to find out more:

**Plymouth University
Enterprise Solutions:**
0800 052 5600

Email:
hello@unlockingenterprisepotential.com

That was 2011...

Business Cornwall presents its annual look back at the year just gone

January

Low cost airline Ryanair announces it is pulling out of Newquay Airport with the withdrawal of its summer service to Alicante.

Ryanair's Stephen McNamara says: "We have had an issue with the £5 fee since it started. It is a significant fee and we do not believe it should continue."

Plans to dredge the entrance of Falmouth harbour to attract larger cruise liners to the town suffer a setback amid environmental fears.

The Government's Marine Management Organisation says dredging could harm maerl beds which act as a nursery for commercial fish stocks.

A senior risk meteorologist dismisses the Chancellor's claims that the winter arctic weather was playing a part in stalling Britain's economic revival.

British Weather Services founder Jim Dale says: "Where there is a weather loser there tends to be a weather winner on the opposite end of the fence...George Osborne is guessing, he doesn't really know and he's using the poor weather as a shield."

Cornish holiday lettings company Classic Cottages names former Babyboodle.com

director Anthony Skitt as its new MD, taking over from Simon Tregoning who assumes the role of chairman.

New year, new identity as Truro-based telecommunications specialist, Western Talk, rebrands itself as Orbiss.

Plans are revealed to turn the iconic Goonhilly Satellite Earth Station on the Lizard peninsula into a space science park.



Goonhilly Satellite Earth Station

Michelin-starred chef Paul Ripley rejoins the Rick Stein empire as new head chef of the Seafood Bar in Falmouth.

February

Following a rather short-lived role as interim chairman of the Cornwall and Isles of Scilly LEP, it is announced that Sir John Banham will be adopting an "ambassadorial role" in the future.

His draft prospectus had not gone down too well from many sections of the local business community.

In the wake of another record year's trading, Skinners Brewery expands again with the acquisition of a further 10,000 square feet of storage and distribution space adjacent to its headquarters at Newham, Truro.

Meanwhile on the north coast, Rock-based Sharp's Brewery Ltd is sold to national brewing heavyweight Molson Coors (UK) in a deal worth £20 million.

The Government puts the brakes in Cornwall on the scramble for solar power farms, by announcing it is to review the rates for the Feed in Tariff (FIT).

The humble Cornish Pasty is celebrating after winning its long fight to be granted Protected Geographical Indication (PGI) status.

Hall for Cornwall (HfC) unveils Julien Boast as its new director.

March

Ship repair business A&P Group is under new ownership for the second time in 18 months, after The Bailey Group sells it to Atlantic & Peninsula Marine Services Ltd, whose investors include directors of Cammell Laird.

Falmouth Harbour Commissioners submits an application for Falmouth Bay to become a test site for marine power.

The Government announces that it is unable to support the Isles of Scilly Ferry project in its present form. It is not necessarily the end of the scheme, however, as the Government says it is keen to work with stakeholders to develop a "simpler, lower cost solution" for the Isles of Scilly Ferry service.



The iconic St Austell Brewery-owned pub, The Pandora, is devastated by fire.

Former Unilever marketing executive Chris Pomfret is unveiled as chairman of the fledgling Cornwall and Isles of Scilly LEP.

Cornwall Air Ambulance Trust is awarded £1M of Convergence investment to build a new base at Newquay Airport

Newquay traders vote yes to establish a Business Improvement District in the town.

Truro-based international construction consultancy Ward Williams Associates (WWA) announces the opening of a new office - in Saudi Arabia.

April

Shipping Minister Mike Penning backs proposals by Falmouth Harbour Commissioners (FHC) for the future of the port, which could create hundreds of jobs over the next five years and safeguard the local economy.

He says: "I've been out to see the area where the dredging is needed and it seems to me that this is very important for Falmouth. We need to protect jobs, create jobs and create growth."

Saltash-based John Richards Shopfitters goes into voluntary liquidation, owing creditors in excess of £1 million.

The South West RDA confirms that it will be selling major assets across the region worth over £40 million. It is understood, however, that Wave Hub will stay in public ownership.

Camborne launches its campaign to establish a Business Improvement District.

Plymouth City Airport announces it is to close.

May

Two of the region's leading accountancy practices announce that they are to merge – Francis Clark with Cornwall-based Winter Rule.

The new business will result in a practice with 45 partners and 350 staff

spread through seven offices across the south west.

Penryn-based baby feeding product company Sproggie wins the 2011 Ignite Business Plan Competition.

Camborne-based Netpack Fulfilment is placed into voluntary liquidation by its parent company, Otter House Group.

It a statement, Otter House says: "A combination of increased competition in the fulfilment sector and the recession has resulted in a shortfall in turnover and significant ongoing losses."

ShelterBox is named winner of winners at the annual Cornwall Business Awards at St Mellion, this year hosted by 1980s pop music guro Pete Waterman.

The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) reveals the make-up of its first board, featuring five members each from the private and public sectors. Private sector members include Classic Cottages chairman Simon Tregoning and South West Water chief Chris Loughlin.

June

The proposed Stadium for Cornwall moves a step closer with the publication of the £120k Council-commissioned feasibility study.

The Government confirms the outcome of its FIT review and, as expected, it is not good news for large-scale commercial schemes, with tariffs slashed by up to 72%.

It is announced that a multi-million pound international innovation centre specialising in the health and wellbeing sector is to be on the Royal Cornwall Hospital Trust site in Truro.

Wave Hub is visited by HRH The Duke of York at its offices in Hayle. The Duke, who is the UK's Special Representative for International Trade and Investment, was briefed by Wave Hub general manager Claire Gibson about its role as a national asset to promote the development of wave energy technology.

Leading German solar company Solen Energy opens a UK base in Indian Queens.

British International Helicopters, which is set to sell its Penzance base and was turned down in its desire to move to Land's End Airport, reveals plans to move to St Erth. A similarly disappointing outcome, however, is to emerge in November.

July

The south west's first solar farm is connected to the grid. Based at the site of a disused tin mine at Wheal Jane, Truro, the 1.4 MW farm is the biggest in the UK to date – for a short time at least.

A whole clutch of facilities come on line in the intervening days, all to beat the Government's August 1 FIT deadline, including a 5MW farm near Summercourt.

Cornwall Council cabinet unanimously approves proposals for the development of the Port of Falmouth that will create and protect thousands of jobs. There is still the small matter of environmental hurdles to overcome, however.

A blow for Newquay Airport as Air Southwest announces that it is to cease all operations by the end of September.



Air Southwest

In a statement, owner Eastern Airways says that "forward bookings are significantly lower than required and the level of demand is not financially viable".

Lostwithiel-based Duchy Timber, one of the largest commercial sawmills in the south west, is acquired by David Adam, previously MD at Silvanus Services.

Don't hold your breath, but after years of being tangled up in red tape, the £250M privately-funded Carlyon Bay development could soon be set to proceed after Councillors vote unanimously in its favour. And supporters receive further good news as the Secretary of State's says he will not call it in for a public inquiry.

They said it here

"I'm afraid that many businesses feel that the prospectus as circulated has neither the right approach to structure or priorities."

Cornwall Chamber chief exec Richard Glover on Sir John Banham's LEP proposals

"The public has to realise that insurers do not manufacture money, they collect premiums and pay out in claims, but they have to balance."

Cornish Mutual MD, Alan Goddard

"The Government isn't looking for people with clout, it is looking for people with ideas."

George Eustice MP, on LEP board recruitment

"We were besieged by tourism projects. We could support schemes like Eden... but we were unable to support projects which simply shuffled visitors around."

Former South West RDA head of business development, Stephen Bohane

"The day I'm told what to say by the council is the day I'm out of here."

LEP chairman Chris Pomfret

"If it had been more structured, they (investors) would have understood. They fully expected the FIT to be brought down in 2012/13, but weren't expecting it to be hijacked in 2011."

Katie Ashworth, Murrell Ashworth on Feed-in-Tariff review

"Broadband in itself isn't the Nirvana, but it's sort of been spun out that way to an extent. There's a danger of expectations being a bit high."

Classic Cottages chairman Simon Tregoning on the perceived impact superfast broadband will have on the economy.

"If your major carrier goes to pieces, it's obviously going to have a significant impact."

Newquay Airport MD Al Titterington on the knock-on effect of Air Southwest's demise

is investing £15 million on small scale solar energy projects.

The Council said that it will be installing approximately 1,200 solar panels on Cornwall Council owned land and buildings.

Air Southwest flies its last flight out of Newquay as the airline is closed down by owner Eastern Airways.

October

A Cornish restaurant is celebrating after being awarded a coveted Michelin star. The sought-after seal of quality is been bestowed upon Cornish chef Chris Eden and his restaurant Driftwood, which can be found on the south Cornish coast just outside Portscatho.

Wave Hub, the marine energy project located off the Hayle coast, welcomes Government proposals to more than double the subsidy available to wave and tidal energy projects.

The Cornwall and Isles of Scilly LEP secures a £13M grant from the Regional Growth Fund, while Geothermal Engineering Ltd is awarded £6M. The Goonhilly science park project, meanwhile, will have to wait a little longer for funding.

November

Cornwall Council gives its outline planning consent to build a Stadium for Cornwall on the outskirts of Truro

There is also the small question, however, of who will pay for the £24M stadium, with the Council already having said that no public money would be available for construction costs.

A new Convergence-funded business support programme is launched in Cornwall – Unlocking Potential.

Details are confirmed for a marine energy test site in Falmouth Bay – FabTest.

After consultations with local, British International Helicopters concedes defeat in its plans to move its Isles of Scilly air link to St Erth and instead turns its attentions to Newquay Airport. **▶**

August

Sharp's Brewery unveils details of a £5 million capital investment programme it intends to roll out over the next two.

Falmouth goes Zombie-crazy, with the filming of a Brad Pitt Hollywood blockbuster in the town giving a much-needed boost for local businesses.

St Austell MP Stephen Gilbert slams the Council's financial commitment to the Olympic torch travelling through Cornwall as 'bonkers'. The Cornwall Development Company (CDC) had advertised for a project coordinator at



Stephen Gilbert

a salary of nearly £20k to publicise the one-day event on May 19 and create "community engagement".

Newquay Airport is named as one of a clutch of new Enterprise Zones across the UK. It is hoped that the Newquay Aerohub will create 1,000 new jobs for the Duchy, as new businesses, encouraged by the tax-breaks available, set up on the 135-acre site.

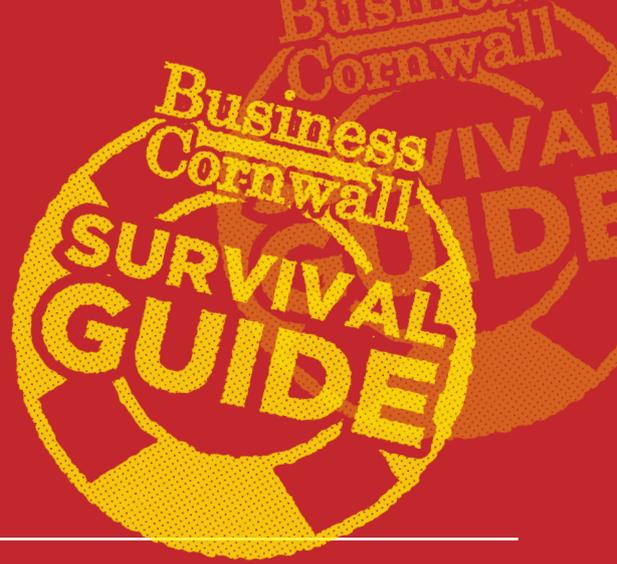
September

According to statistics, traffic coming westwards down the A30 in the summer months declined 2% on the previous year.

Cornish clothing company success story Seasalt expands into new warehouse premises on the Treleigh Industrial Estate in Redruth.

Cornwall Council puts its plans for a large scale solar farm on hold, due to the FIT cuts, and instead announces it

Business Survival Guide 2012



With the economic climate as challenging as ever, **Business Cornwall** presents Survival Guide 2012, full of essential advice to help get your business through the year ahead. We kick off with Lucinda Penn, business recovery expert at Francis Clark with Winter Rule, who offers some practical tips on safeguarding against bad debt and managing cashflow

Cashflow

Protect yourself

In tough economic times it's more important than ever to manage cashflow, especially when one of the biggest causes of insolvencies in the south west is bad debt.

Bad debts can have a domino effect, where the failure of one company means they can't pay their supplier, and that supplier can't pay theirs, and on it goes. Inability to pay debts is one of the most common causes of formal insolvency, which can lead to ceasing to trade and being wound up.

Protecting against bad debt is therefore important, and there are simple steps you can take:

- Before agreeing credit, establish who you are supplying and check if it is a limited company, partnership or sole trader. The action you can take if you don't get paid is very different.
- Conduct proper and regular credit checks. There are many online firms providing this service and they will often suggest a credit limit and provide key financial information.
- Set a credit limit, stick to it and make sure you have controls to prevent limits being exceeded.
- Ensure customer invoices are sent out quickly, with payment terms and bank details to enable quick transfers. Send a reminder as soon as the debt is overdue and follow up with phone calls.
- You are entitled to charge interest at the statutory rate (currently 8%) from

the due date. Remind your customers you are charging interest when you contact them.

- There are products like bad debt insurance available but there are pros and cons. Seek advice.
- Include a Retention of Title clause (ROT) within your terms of trading. In the event of non payment you can collect goods from your customer. But it's a complex area so take legal advice.

If you are a victim of bad debt and all attempts at payment fail, then you can go to court as a last resort. As long as the debt is over £750 you can issue a statutory demand. It's an easy form to complete, and if unsatisfied after 21 days it proves the company is insolvent and you can petition for it to be wound up.

This involves court and legal fees (typically £2k to £3k) so you need to consider the size of debt. The petition is advertised and bank accounts are frozen, which effectively brings cessation of trading.

You can also go to the court to obtain a County Court Judgement (CCJ). Once you have this you can instruct a bailiff to seize goods to sell in satisfaction of your debt. You can also obtain a charging order on an asset (but you won't receive payment until it's sold, which could be

many years), or an attachment of a debt order where their debtor pays you direct, cutting out your customer.

If you are struggling with cashflow, there are ways to ease the pressure. HM Revenue and Customs will probably offer some time to pay but they will want to see detailed projections and will act if you fall behind.

Some of your suppliers may be willing to offer extended credit, but agree this with them before the debt is overdue.

Invest in preparing proper management accounts and forecasts to foresee issues and use these to obtain temporary additional overdraft facilities or short term extended supplier credit.

If you are in the position that you are unable to pay your debts as they fall due there are personal risks as a director so seek advice as soon as possible.

Francis Clark Business Recovery can advise on the risks and also the options available, avoiding formal insolvency procedures where possible. There are also a number of procedures which focus on rescue, including Company Voluntary Arrangements where we have extensive experience.

Francis Clark, which merged with Winter Rule last August, has a strong business recovery and insolvency team including three licensed insolvency practitioners and offers a free initial consultation. ■



Lucinda Penn

T: 07730 096776
E: lucinda.penn@francisclark.co.uk



People skills

There is no big secret to surviving 2012, says Truro and Penwith College business manager Sue Lovell – look after your people!

People are the strength of your organisation. They are your workforce, your creative team and your ambassadors. Ensuring your staff are well trained and motivated is essential.

Our top ten tips:

- 1 Carry out a skills analysis to ensure that your team have all the skills your business needs.
- 2 Set objectives with every member of your workforce as people work more effectively when they know exactly what is expected of them and why.
- 3 Set long-term objectives as well as short term goals.
- 4 Plan strategically so that you meet or exceed all of your objectives. Plan for change and build in flexibility.
- 5 Review your finance and resources making sure that your budgets are realistic. Cut costs but not quality.
- 6 Know what you are selling. It seems

simple but do you have a clear message that customers understand. What is your USP?

- 7 Have an effective performance management system to make sure that everyone in your business is operating at full potential. If you don't have one – develop one!
- 8 Let your staff know you value them. Praise, job interest and increased responsibility are the best motivators and your businesses success is their job security.



Sue Lovell

- 9 Communicate effectively with your staff and your customers. Listen to them – they will give you honest feedback on your performance and ideas for the future.
- 10 Is your marketing plan fit for purpose? What are your competitors doing?

These are all essential tips, but when you are busy actually doing the job it is difficult to find the time to take a holistic look at your business.

A free consultation with one of our highly skilled business development advisers will help you to take a strategic look at your business. Our advisers will then work with you to find training and development solutions to help your business grow and source any available funding. ■



T: 01872 242711
E: businesscentre@truro-penwith.ac.uk
W: www.trurocollege.ac.uk/businesscentre

Tapping into talent



Unlocking Cornish Potential (UCP) is CUC's graduate placement programme, which helps to create as many graduate opportunities as possible while helping Cornwall's 18,500 SMEs develop.

Managed by Cornwall College and supported by Convergence, UCP is your key to success, growth, innovation and yes, survival.

The statistics are thoroughly convincing. Since 2004, 800 new graduate level jobs have been created with three quarters staying on with their employers. Around 60% see an increase in turnover after recruiting a UCP graduate. On average, that increase is £111,315.

In 2012, it makes sense to find out what UCP can do for your business. It could mean up to £1.2k graduate

training and mentoring, discounted rates for other employees, full recruitment support, regular project progress meetings and the opportunity to benefit from a project investment fund, plus the Graduate Business Start up Programme. But, in the meantime, the UCP team have come up with their top ten tips for survival – one for each of the years we've been recruiting and supporting graduates into key projects within Cornish businesses.

- 1 Focus on what you do well, and do more of it.
- 2 Keep an eye on the future, and try to develop products/services to take advantage of future events/trends (i.e Olympics, mobile apps. etc).
- 3 Network (with businesses and customers), collaborate (with peers) and engage (with support partners like UCP).

4 Resource management: focus people's time on where they add

value – don't let valuable graduate level staff get drawn into fire-fighting.

- 5 Recruit people with the right base skills and attitude for your business and then train for specialisms rather than the other way around.
- 6 Also remember, don't recruit in your own image, recruit what the business really needs.
- 7 Set clear expectations of your staff so that they know what they need to deliver for you.
- 8 Have perspective; know yourself; hold up the mirror regularly.
- 9 Let graduates understand the business and its challenges.
- 10 Invest in and develop your people. ■



T: 01209 617664
E: ucp@cornwall.ac.uk
W: www.unlockingcornishpotential.co.uk



convergence
 for economic
 transformation

Image conscious

Your hard-earned reputation is your greatest asset, especially when times are tough. Jason Clark from DCA Public Relations looks at the importance of effective communications in maintaining confidence and winning new business

You'd probably expect a PR man to say this, but one of the last things a business should do in the current climate is slash its marketing and communications budget.

Think about it. The primary role of marketing, advertising and PR is to generate new leads, convert those into new customers and add to the bottom line.

But the less visible your business is, the narrower that pipeline of prospects becomes and the more you risk your revenues being eroded.

Our experience, however, is that most businesses view marketing and communications as an investment rather than an expense, so the old adage that marketing budgets are first against the wall come the economic downturn doesn't necessarily ring true.



Jason Clark

So why is communication so important? I would sum it up in a single word: reputation.

Your customers buy your product or service because of your reputation in your marketplace. And that reputation is invariably hard won.

But you can't take reputation for granted. You might be the best at what you do, but you'll get nowhere fast if people don't know about it. Nor can you rest on your laurels. We all operate

in a changing world within changing markets, where customers demand ever more and competitors snap at our heels.

So you should always be asking yourself whether you are communicating effectively with your customers and prospective customers, and whether the methods of communication – be it website, social media, brochure, PR – are reaching the audiences you need to reach.

Depending on your objectives, those audiences might also include other groups such as suppliers, investors or potential investors, and you should never underestimate the importance of using professional relationships and your existing networks to get your message across.

But when times are hard it is easy for owner managers to take their eye off the ball. If you're in the midst of a cashflow crisis, for example, then marketing and communications can slide down your pecking order of priorities. But the last thing you want is for your hard earned reputation and visibility in the marketplace to wither away.

That's why it's important to have a communications and marketing strategy so that if your attention is diverted by other demands in the business (and it will, without question), at the very least you have a framework in place for continuing to manage your customer relationships.

It's also important that your strategy is flexible because you will have to react to a changing landscape, economic or otherwise.

The media landscape for example continues to evolve rapidly and the growth in social media presents tremendous opportunities to communicate directly with target audiences in ways which have not been possible before.

You should also consider how to deal with threats to your reputation because perception is everything and in the days of instant communication reputations can be destroyed in minutes.

In tough economic times that threat could come in the form of lost business, poor financial performance or the need to downsize, and from our experience it's very important that these issues are managed.

If a business fails to deal with a threat to its reputation effectively then how it is perceived in its market – whether real or not – can severely undermine confidence among customers and suppliers.

We have worked with businesses that have been impacted by the downturn and have credible recovery plans in place, and by communicating those plans to target audiences in a structured way they have avoided reputational damage.

Recognising these threats to reputation can be half the battle, but with the right approach a bump in the road needn't become a full-scale crisis. ■



T: 01208 77900
E: jason.clark@dca-pr.co.uk
W: www.dca-pr.co.uk

Euro crisis

The uncertainty across Europe has rocked stock markets and made investors nervous. So what an earth is going on in and how is its debt crisis affecting your finances? Brewin Dolphin investment manager Lee Dearden offers some answers.

Q: What has caused the debt crisis?

A: Several countries have borrowed beyond their means and the ramifications of the financial crisis have left them struggling to repay their debts.

Q: Will it affect the UK?

A: Britain exports to the Continent, so if Europe's economy collapses our economic recovery could falter putting more jobs under pressure as

well as our banks retaining a high level of euro zone exposure.

Q: When will the euro debt crisis be over?

A: No one knows. The debt crisis has been lingering for more than a year and there is no end in sight.

Q: What about my savings and investments?

A: Stock markets have been volatile for a while and are likely to remain so while there is so much uncertainty in the world. All the uncertainty is denting confidence.

Q: I'm worried about losing money. What should I do?

A: Review any investments and ensure that your portfolio remains suitable for your objectives. History suggests that over time, returns from equities beat

returns from other assets such as cash and fixed interest, however they do come with increased risk.

Q: Surely there is some good news?

A: Well, there is for borrowers. The dire global economic situation means that interest rates are likely to stay low for a while and low mortgage repayments are a welcome relief to many families.

Q: But I'm a saver

A: You may have to think beyond saving in a cash deposit account. Dividend paying shares are an option. Company balance sheets are in better shape and many are paying dividends again. ■



BREWIN DOLPHIN

T: 01872 265610
E: truro@brewin.co.uk

Space to flourish

Do your offices offer modern, high quality accommodation with some of the highest broadband speeds in the country? No? Then, Pool Innovation Centre manager Richard Scutt has a suggestion



Pool Innovation Centre is a three storey building located on Trevenson Road in Pool with net lettable floor space of approximately 2310m².

Opened at the end of July 2010, it provides high quality workspace and business support to start-up and existing businesses with ambition and potential for growth.

Operated by the University of Plymouth on behalf of Cornwall Council, the building consists of more than 46 offices of five different sizes and includes a shared workspace area (Formation Zone) to support the incubation of early stage businesses, seven shared meeting rooms and a modern conference facility supporting high quality video conferencing.

It has been designed to provide flexible accommodation with units ranging in size from 25m² to 90m². To help tenant circulation, collaboration and networking, all central services including reception, meeting rooms, conference facilities, break-out areas, toilets and kitchens are shared.

With over 35 businesses now tenanting, the centre is a vibrant and creative environment forging dynamic and collaborative relationships with the local and wider business community. A post annual review revealed over 40 new jobs have been created and significant growth rates within the tenanted businesses had been achieved. The centre has full fibre connectivity ensuring the highest speeds of data transfer.

The PIC team welcomes enquiries from local businesses wishing to develop and grow their enterprise, discuss the opportunity to tenant, or engage with the centre.

While moving to modern office space such as PIC can provide your business with a timely boost, we recognise that 2012 could still be a very difficult year for many new and young businesses. But here are some top tips

to help ensure that your business is well placed to grow and prosper during the months ahead.

1 Differentiate yourself

We live in a world of increasing sameness. Whenever a market place reaches that point, many businesses find that the only way they can differentiate themselves is by cutting prices – a deadly strategy. What is key is to differentiate yourself. This is not always an easy process, but if you start by trying to write down the unique selling points about your products or service this will be a good starting point.

2 Know the numbers

Too many business owners have little or no idea as to the key numbers in their operation. These may not necessarily just be financial, although these are very important, but can include other quantitative measures such as conversion rates, numbers of enquiries or leads or website traffic statistics. Great businesses measure everything that moves and even things that don't.

3 Get good people around you

Ask any successful businessman how they made it and you will be sure to hear that having good people around them was critical. However, in these days of outsourcing, they don't necessarily have to be on your payroll, but can be people who you work with who share your vision and who you trust. Wherever possible, delegate to relieve yourself of tasks that can be carried out by others and and empower and motivate everyone you work with.

4 Streamline processes and systems

Try and ensure that your processes and systems are as streamlined as possible. Not only will they save you and your team time, but they will also be perceived by your customers and contacts as examples of your commitment to quality service.

5 Work 'on' not 'in' the business

This is difficult for a new business, but is essential if you really want to survive and prosper. Working 'in' the business is tantamount to having a job. It would be as if you have simply transferred what you were doing for someone else to yourself for less money, because you are probably working many more hours. Working 'on' the business dictates that you do not do what the business does, but drive it forward as a separate entity. The difference is subtle but critical.

6 Have a plan

Most businesses think that a business plan is a document only used for the purpose of raising money or at the start of a new business. Nothing could be further from the truth. Top businesses always have a plan and constantly review it. You should consider your business plan akin to a route map to help you get to where you want to go. A good business plan will provide you with targets against which you can benchmark your business to try and ensure you stay on track.

7 Use your time well

Running your own business places enormous pressures on your time. Good time management is essential. There are many time management tools available to help you identify what tasks are urgent and important and therefore need to be carried out immediately. Contrast that with those tasks on your list that are non-urgent and not important, (but still may need to be done), and you can imagine a system whereby you can prioritise your actions.

8 Continually improve yourself

Even the greatest business leaders continue to read and learn. None of us know everything yet there is an abundance of information available to us at all times. Try and set aside some time, be it daily or weekly to learn new skills, read others opinions or even carry out research online. Whatever it is, your business will benefit by your investment in self-improvement. ■



T: 01209 714676

E: enquiries@poolinnovationcentre.co.uk

Making an event

Business is all about people, and events are all about bringing people together says Live Events South West's Andrew Weaver, and are a great way of engaging with businesses and the people within them.

Events should be a vital part of any organisation's business strategy and marketing mix. If participated in for the right reasons, events can help build relationships, raise brand awareness, develop knowledge and generate sales.

There are two main ways your company can capitalise on events – hosting them or being involved in some capacity.

The most common way is to attend networking events, which are a highly

cost-effective way of creating awareness and forming relationships. Other options include applying for awards, attending or exhibiting at tradeshows, or partaking in a CSR event.

But how about taking this to the next level by hosting your own event? Have you considered inviting your contacts to attend a new product/service launch or informative seminar? A teambuilding exercise is also a great way for current and potential customers to engage with internal teams. These simple options encourage your network to better understand your company, the team and its products, in an appropriate environment.

As the business grows you may wish to sponsor a larger event like an exhibition or awards that has synergy with your company and your target audience, creating the full brand experience without having to actually organise it.

Hosting your own event is a form of experiential marketing, offering an experience of your brand to a targeted audience for specific business objectives. This can create a very powerful proposition. On a commercial



LESW Charity Skydive event

scale, look at the likes of Red Bull and O2 and consider their event strategy and what they have achieved.

When designing an event, large or small, it is extremely important to establish the feasibility of making it happen. You must be sure you can deliver professionally and within budget, with clear measurable outcomes for your business and your attendees. To get this right you don't have to organise events alone. Collaborating with strategic partners for a common goal can make the planning and delivery efficient and cost effective. ■



T: 01872 888733
E: hello@lesw.co.uk
W: www.lesw.co.uk



Cornwall Home Show

Liquidity key

As a vehicle and asset finance company helping businesses across Cornwall to make capital purchases including vehicles or other machinery, we have a finger on the pulse of the Cornwall business economy, says Ignition Credit director Paul Caunter.

As such, Ignition Credit is pleased to report a 2011 sales volumes on track for a 20% increase above 2010's performance – surely a good sign that the Cornwall economy is moving well.

There's no doubt it's been hard work, but our increased presence in the south west, improved product offering and our local, flexible approach to underwriting finance applications has paid off.

It helps that we are able to look at a deal from more angles than other, less flexible, financial institutions. This has enabled us to help thousands of local businesses and consumers to buy all manner of capital business assets, including items ranging from cars to commercial vehicles and IT to catering equipment.

We have valuable relationships with our own panel of large financial institutions, not to mention a substantial lending fund of our own. We can even help inject working capital for a business' growth by re-financing unencumbered assets already owned.

So, what does 2012 have in store? A good

question – all we can say for sure is that it's a climate where businesses need to proceed but do so with caution, making use of available business advice and making sensible financial decisions along the way.

In the current climate, purchasing business assets with working capital may be inadvisable. Liquidity has always been a vital part of running a business and history shows even profitable businesses can struggle with cash flow.

Vehicle and asset finance helps reduce risks associated with purchasing assets outright and preserves cash flow, allowing a business to focus on delivering value to customers. This is something we're always happy to discuss with people on the brink of important capital investment decisions. ■



Ignition directors Alan Tutte (l) and Paul Caunter



IgnitionCreditPlc

T: 01872 272900
W: www.ignitioncredit.co.uk

Not just a man's world

Business Cornwall hears about the good work Cornwall Enterprising Women has been doing to help the female entrepreneurs in the county

New Year is always a time to take stock, reflect on the year just gone and look to the future, often with a resolution to make great changes.

Cornwall Enterprising Women (CEW) has always been resolute in its commitment to supporting women in business in the county through its networking events, online resources, mentoring scheme and training opportunities, and 2012 will be no different.

Established in 2010, CEW makes up part of the 8,000 member strong national Enterprising Women (EW) community dedicated to helping female entrepreneurs.

EW was founded in 2006 by serial entrepreneur and one of the UK's leading experts on growing sustainable and successful women-owned businesses, Bev Hurley.

She said: "It is vitally important to continue to help unlock barriers to growth for women in business so that their full economic and personal potential can be fulfilled.

"Our own in-depth 2011 national Growth Survey has shown how important it is that support such as ours exists,



Bev Hurley

tailored specifically to address the needs of female entrepreneurs.

"The total turnover of the 220 respondents at the time of replying to our survey was £41 million, but if they realise their stated three-year goals for growth it would represent a cumulative contribution of £232 million to the economy and the creation of more than 3000 jobs.

"It is therefore imperative that women's enterprise is nurtured and developed and our ongoing assistance, including support such as our Growth Programme, does just that."

The EW Growth Programme addresses not just the barriers to growth faced by most micro, small and medium businesses, but specifically concentrates on the additional challenges that women face.

EW, and its partners, has successfully run the programme across the UK for a number of years, with 16 of Cornwall's most aspiring female business owners taking part from January to April 2011.

This particular programme, fully funded by Convergence through Truro and Penwith College, and run in partnership with them, had been designed to help those with turnovers in excess of £100k.

The eight-part course enabled them to take an in-depth look at how they could take their business to the next level.

Following the course a survey was carried out some months later to gauge the continued positive effects of the programme.

The ongoing improvements to business included turnover increases



Participants on Cornwall's Growth Programme

of between 10 - 250% (on turnovers between £100k to £1 million plus); three new business collaborations and a product development collaboration with Neals Yard, London; significant investments in infrastructure, including four businesses expanding into larger premises; expansion into new markets, including South Africa, Canada and Italy and six new full-time jobs and three part-time jobs, with more forecast for 2012.

Participant Fiona Campbell-Howes of Radix Communications explained that the programme has directly given her the confidence to grow her business, hire new employees and start actively marketing her copywriting services, and has led to a turnover increase of more than 40% from last year and a 30% profit margin at her financial year end of November 2011.

She said: "When I first applied for the programme, I felt daunted about whether, and how, to move my business forward but it helped me to be more confident, set targets, decide on an exit strategy, and undertake focused sales and marketing."

Fellow delegate, Andrea Edlin of Nidocks Internet Marketing, said the main benefit she gained from the Growth Pro-

gramme was an understanding of what she is capable of, adding: "My confidence has grown in leaps and bounds since taking part in the course," she said.

Such support not only helps in building self-belief and self-worth but also builds strong bonds amongst peers as the women have continued to get together to offer support and enjoy social occasions.

Funded by Convergence via the intensive business start-up programme Outset Cornwall, CEW not only assists established businesswomen but also extends its support to fledgling businesswomen, including those who have opened a business with Outset Cornwall's unique menu of support.

One of the women to enjoy the benefits of both Outset Cornwall and CEW is wedding couture designer Anna D'Souza.

She sought Outset Cornwall's help to learn new skills, describing its assistance as "invaluable", before becoming a member of CEW to ensure she received continued guidance.

She said: "CEW has been really useful in helping me build my confidence through its networking events, and the hints and tips I have picked up have had a positive impact on my business."

Another woman business owner to benefit from both organisations is Tina Care of Paws for Cake, who overcame health issues that made it difficult for her to hold down employed roles to establish her ever-expanding handmade dog treat business.

She originally sought Outset Cornwall's advice to set up as an artist but a chance suggestion while at a dog show with her canine 'best friend' Nelly sparked the idea for her new business in which CEW has played an instrumental part in securing publicity and training.

A further benefit for members is the option to apply for a UK-based mentor through EW.

Paula Guest of Just for Babies relocated to the county when she turned her back on a high-pressured career as a criminal defence lawyer and took over



Fiona Campbell-Howes

her sister's business selling baby goods online.

She said: "Finding ongoing support in business was very important to me when I moved to the county, but even as relatively new member of CEW I am already benefiting from its support.

"I have a mentor based in Bedford who I found through the EW mentoring scheme and we keep in touch through email, Skype and phone.

"She has been amazing and helped

"My confidence has grown in leaps and bounds since taking part in the course"

me so much already with ideas to develop my business; in fact I'm so inspired I'm thinking of becoming a CEW mentor myself in future."

As a valuable follow-on support community for Outset Cornwall's female entrepreneurs and a beneficial organisation to all businesswomen in the county, no one has to feel isolated in their business.

CEW's informative networking and training events have covered topics such as PR and how to work with the media; social media and its relevance; and the benefits of a corporate social responsibility.

Women's enterprise co-ordinator Josie Purcell said: "Our members have told us time and again that meeting other business women in a relaxed and welcoming environment is very impor-

tant and encourages open dialogue about issues they may be facing."

CEW is kicking off its 2012 events schedule with a session about branding in association with Outset Cornwall female clients, on Monday, January 23.

Marie Leggo of Ridgeberry Design and Lucy Morgan of Follet Stock will be delivering the interactive meeting looking at how to create a brand, promote it and protect it.

Among other highlights, in February CEW and Outset Cornwall will be holding an event focusing on PR and how to get noticed by the media, while the following month will see a celebration of International Women's Day.

Members are more than welcome to put themselves forward as speakers at events and so far CEW has been joined by inspirational women such as Amanda Barlow of Spiezia Organics, Made for Life and The Budock Vean Hotel; Rebecca Jay of Dodo Pad, Manda Brookman of CoaST, Claire Thayers of Cornwall Community Foundation and Sue Hook of Sapience HR.

Purcell added: "The calibre of members is fantastic and ranges from sole traders running home-based companies to those with turnovers and profits in the millions.

"It is always a pleasure to see these savvy businesswomen grow in confidence and in business."

If there is one resolution that will be easy to keep this New Year, it has to be joining CEW. Help boost your business to new levels in 2012 and beyond for just £50 plus VAT. 



Visit www.cornwall.enterprising-women.org or www.outsetcornwall.co.uk for full details or call Josie Purcell on 01872 613011.

Up for promotion

Using promotional merchandise in your marketing mix can have a dramatic impact on brand awareness, as **Business Cornwall** discovers

Sweets, stationery, bags, mugs, key rings, clothing, eco items, leather goods, practical gifts, silverware, electronic gadgets. The list is endless. Promotional products these days come literally in any shape of form.

Giveaways featuring your company's branding can be portrayed on any number of products to suit any price point.

The only question you have to ask yourself as a business, is what goals you are looking to achieve from using promotional merchandise? Is it purely a fun gimmick, or are you looking for some longer lasting impact?

The British Promotional Merchandise Association (BPMA), the leading trade association in the industry, recently conducted the largest ever independent research project for the market, canvassing the needs and expectations of a wide section of professionals from a range of sectors – manufacturing, IT, media, finance etc etc.

And among its key findings, the survey reported a strong return on investment (ROI) for promotional merchandise.

Promotional products, of course, can come in all shapes and sizes, but their impact quickly fades if the consumer fails to regularly use the product.

For instance, a branded cufflink holder might look very nice, but it's not doing its job if it spends most of its life buried at the bottom of the sock draw.

Company branded bags are a typically popular and common promotional item, but when asked which product people find most useful, only 3% of survey respondents said bags, with the largest proportion (21%) citing the USB memory stick, or flash drive.

“84% of respondents to the survey agreed that a branded promotional gift item increases awareness of that company”

It was that old promotional favourite, the mug, which has the greatest longevity, however, with the largest proportion (18%) saying it was the one item they had kept longest, ahead of the USB stick on 15%. Only 3% of respondents said they had kept the key ring the longest.

The average length of time that a promotional gift was kept for 2.91 years, with 16% saying that they were still using it after more than five years.

A massive 84% of respondents to the survey agreed that a branded promotional gift item increases awareness of that company.

Environmentally friendly gifts are also proving increasingly popular and go down well with customer, with 65% of the survey's respondents saying it would make them feel better about the company.

Blue Fish Business Promotions was among the first companies to realise this and has developed an extensive range of environmentally friendly items to satisfy the growing customer demand.

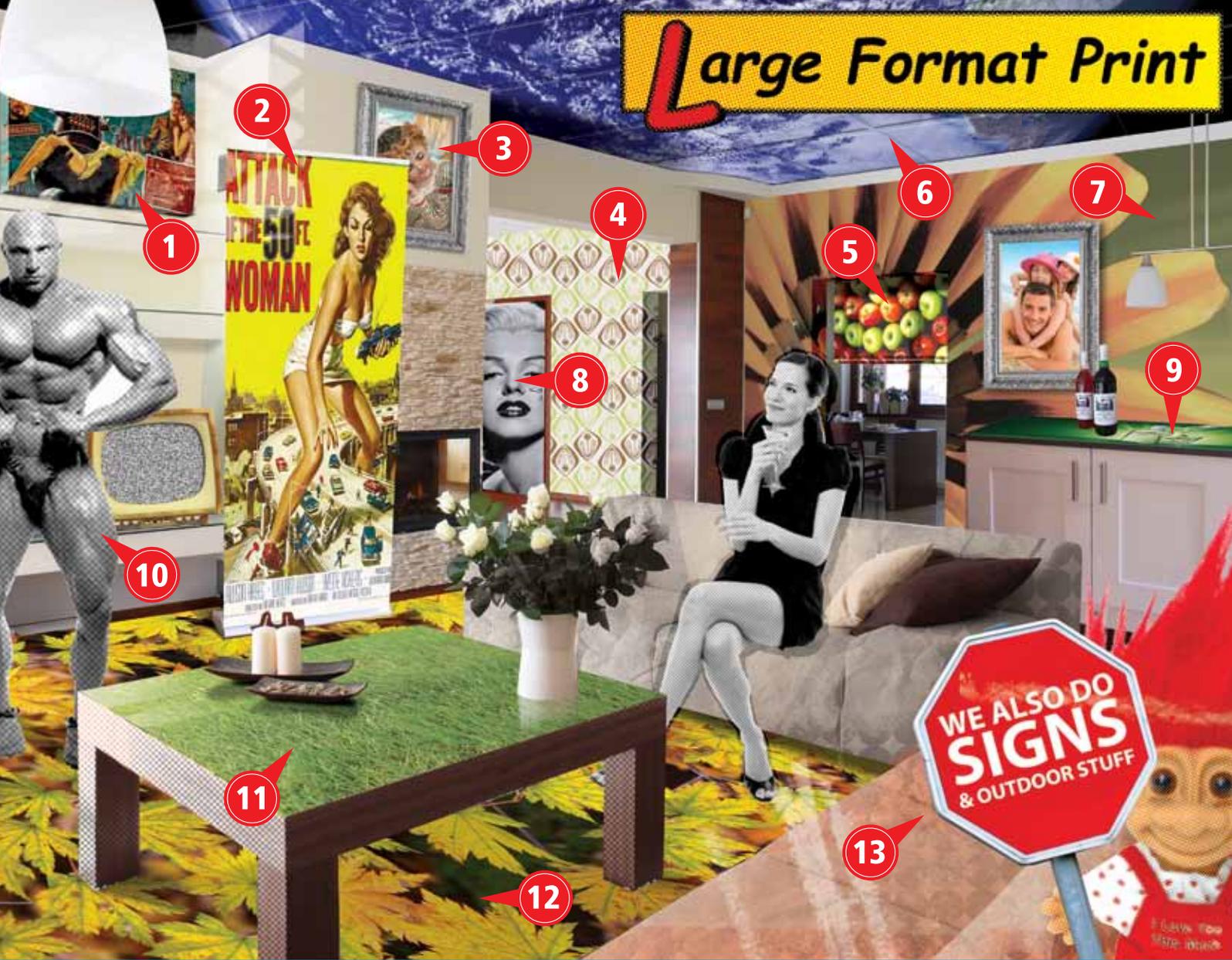
make a splash...

make it personal...

BLUE FISH
BUSINESS PROMOTIONS
0845 644 0725

bluefishpromo.com
info@bluefishpromo.com

Large Format Print



PRINTING TO VIRTUALLY ANY SURFACE

We can print to virtually any surface up to 48mm thick including tabletops, doors and worksurfaces through to wallpaper, hoardings, banners, displays and window graphics ... in fact almost anything you can think of!

As one of the UK's leading large format printers, we're

fast, competitive, reliable and offer excellent quality for all your individual requirements.

We are creative problem solvers and take pride in our ability to meet our clients needs through our consultative approach and hassle free service.

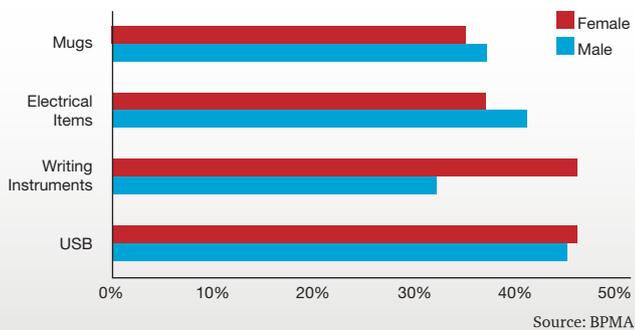
1. Box Canvas Prints
2. Rollbanners
3. Framed/Unframed Prints
4. Wallpaper
5. Roller Blinds
6. Ceiling Tiles
7. Wall Graphics
8. Printed Doors
9. Bar Tops
10. Lifesize Prints
11. Table/Worksurface Graphics
12. Laminated Floor Graphics
13. Outdoor Displays & Signs

Tel: 01208 264600 Email: info@largeformat-print.co.uk

www.largeformat-print.co.uk

GMS*
GRAPHIQUEMEDIASOLUTIONS

Thinking of promotional items generally, which items do you most like to receive?



Blue Fish has more than 50 years' combined industry experience and has expanded to include offices in Hampshire and Dorset, as well as in Helland, just outside Cornwall.

The company prides itself in offering a first rate customer service and cater for all needs, whether it be for low-cost exhibition giveaways, or for something a little more sophisticated. It also has an established customer loyalty programme.

Another leading promotional merchandise company in the region is St Austell-based Fluid Branding, which has grown to

employ 18 members of staff and a turnover of £3.5 million.

It might sound like a cliché, but Fluid really has pushed the boundaries of promotional products and put Cornwall firmly on the industry map. While it already supplies many of the Virgin brands, recently it launched a new merchandise pack for Virgin Galactic, for VIPs and the world's press at the Spaceport in New Mexico, officially launching the Virgin Galactic gateway to space.



Another project recognised the popularity of USB flash drive, but with a particularly high end twist. Eco Incentives, Fluid Branding's green arm, worked with Glenfiddich, recycling staves of wood from its oak barrels used to distil the Whisky, turning them into 50,000 aromatic USB flash drives, used as an on-pack promotion in retail outlets and to help product appeal to a younger audience.

Fluid director Matt Franks said the client was delighted with the results, and the response from loyal, traditional Glenfiddich enthusiasts. However, the real impact was the positive reaction from a new younger audience, who were targeted by the modern affiliation with a tech product, while still paying homage to the Glenfiddich heritage. 🍷



Cornwall's Promotional Merchandise Experts

Based in St Austell, Fluid Branding are an established, experienced and highly professional promotional merchandise supplier. We provide branded promotional products, creative/innovative ideas, and fully managed online merchandise solutions to organisations around the world. With dedicated account managers, artwork studio, systems development and product sourcing, we have a focused and experienced team responding to your every need. Contact the experts now!

0845 634 2935

www.fluidbranding.com



I've dedicated the column this issue to weddings. Firstly because the wedding trade is often overlooked as a business venture and secondly because Mr. C and I are getting hitched this time next year! Oh and on a romance note...this time of year there is a surge in proposals so fellas if you like her, better put a ring on it!



Introducing...WED Magazine

From Planner to TV Star



▶ Brendan and Becky

“Brendan and Becky bring something special to the wedding industry itself – they are the heart”

they treat their customers; fair rates, always at the end of the phone, lots of editorial opportunity and a genuine passion for what they do.

Speaking as someone who is a bride-to-be, it's the way they speak to their readers – unlike others they don't write 'filler' articles and cram full of ads, it is a really interesting read with vibrant photos, incredible writing and a real understanding of us Cornish brides.

Speaking as their friend, Brendan and Becky bring something special to the wedding industry itself – they are the heart. They live it, love it, breathe it and I can honestly say they are one of only a handful of true friends I have made throughout my career.

Fun, funky and fundamental in all they offer the Cornish wedding scene, WED magazine seems to flourish with each issue that passes. My only complaint is that it's quarterly and not monthly!

Great work as always WED team and I must add: congratulations! Brendan and Becky themselves got engaged this year after eight years together – must be all that WED magic they are spreading, definitely worked for me! ▶

Ali is Cornwall's most reputable wedding planner.

Reasons to hire a wedding planner include: efficiency, making sure things are how you like without having to worry yourself and also she negotiates with the industry on your behalf. As well as her wedding planning B2C business, Ali has also developed a B2B spin-off company within the wedding trade.

Cornwall Wedding TV offers a professional video of your business which can be used on your website and social media sites. Ali has joined forces with talented videographer Shane Solomon to offer a wedding showcase.

Cornwall Wedding TV is focused, targeted and relevant, specifically for Cornwall. It is being rolled out in Cornwall initially and Ali plans to launch Devon Wedding TV and Dorset Wedding TV during 2012. There is also an entire page dedicated to your business with space for news and promotions, two photos, a short description and inclusion in one of their quarterly programmes. To find out more visit www.cornwallwedding.tv ▶

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

Brendan and Becky, the renowned couple running the county's best selling bridal magazine have been going for five years. During this time they have grown substantially, going from working at home to an office with a team of ten freelancers, larger magazines – constantly getting bigger and better, a Devon version, a comprehensive wedding planning website, and now: their unbeatable wedding fayres – unsurpassed by any other in the south west.

Other bridal companies have come and gone during this time and other magazines have folded. What is the difference with WED magazine?

Speaking as a customer who used to manage the weddings for Penventon – it is the way

A Fascinating Tale

Holly Young is Cornwall's freshest Milliner. For those that don't know, a Milliner makes hats and stunning headwear (fascinators, hats, feather headpieces, turbans, hairbands etc).

Having graduated from the London College of Fashion and spent two years freelancing in London working for a top Avant Garde Milliner, Holly has also

worked in theatre and travelled the world researching silk farms and factories to learn more about her trade.

These days you will find her at the Old Bakery Studios in Truro; a dynamic hub of creativity and entrepreneurship. Holly gained the full loan and grant possible from the Princes Trust and participated in the Smart Women convergence funded course. 18 months later she

has a busy list of commissions, predominantly for weddings but other events also (she shows me a recent commission for a 95-year old woman and it's utterly fabulous) and she also runs incredibly popular "Make Your Own Headwear" parties for hen events. After 20 minutes in her company I'm desperately trying to justify an extravagant feathered piece for my own wedding! ▶

ConnectedCornwall

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

Nearly 100 marine business delegates gathered at the National Maritime Museum recently for Cornwall Marine Network's (CMN) annual members' event.

CMN took the opportunity to showcase the wide ranging specialist support it delivers to the industry, which is estimated to be worth £485 million, accounting for 14,000 jobs in Cornwall and the Isles of Scilly. It also celebrated some of the achievements in what, for some, has been a turbulent financial year, and to demonstrate how it is adapting its services in a new economic era.

CMN CEO Paul Wickes told delegates: "Many of our achievements have been

without parallel, and have been recognised as such by our regional, national and European partners.

"We have supported one in five of the Cornish marine sector workforce in training and, with one in four young people in the region now out of work, we have created comprehensive progression routes for young people into work experience, jobs and apprenticeships."

Looking beyond Convergence in Cornwall, CMN announced it has broadened its vision and is collaborating with other sister networks in the south of England to establish the UK Marine Academy (UKMA) with a collective voice of 2,551 marine businesses.

Also this month, we feature pictures from the latest Senior Executives Forum, which included an address from Cornwall Council chief executive Kevin Lavery.

He highlighted some of the Council's latest projects, including the detrunking of the Highways Agency controlled roads in Cornwall which could allow the dualling of the A30 at Temple and improvements to A38 accident black spots.

We also include some more photos from last month's Unlocking Potential launch at Tregenna Castle. For a full report on this event, please turn to page 16. 

Cornwall Marine Network conference



All captions L-R  Martin Patten (Marine Techniques), Tamas Haydu (South West)  Rob Thurston (Falmouth School of Sailing), Dany Duncan (Elemental UK)  Richard Argall (Mojo Maritime), Jonathan Kirkland (Royal Haskoning), Clare Brown (Christopher Rowe Insurances)  Jamie Smith (8 Wire), John Harvey (3B International)  Lucy Harris (CMN), Michael Brougham (Michael Brougham Marine Consultancy)  Geoff Wilson, Cynthia Wilson (R Pearce & Co)

Senior Executives Forum



1 David Rogers (Clydesdale Bank), Nick Blandford (Cornwall Development Company), Alan Goddard (Cornish Mutual Assurance Co. Ltd), Carleen Kelemen (Convergence Partnership Office) 2 Philip Rees (Cornwall College Corporate Board Chairman), Glenn Wilkes (HSBC Bank Plc), Ian Doble (Doble Ltd) 3 Sam Weller (The Cornwall Hotel), Ian Taylor (Goodes) 4 David Pooley (Pooley Chartered Accountants), John Newey (Trehella Associates), Kevin Lavery (Cornwall Council) 5 Nicky Taylor (Ginsters), Beverly Warne (Pirate FM) 6 Will Hiley (Cascade Springs), Mike O'Neill (Midas)

Unlocking Potential Launch



1 Rebekah Hood (Cornwall Council) 2 Jo Hancock (Truro and Penwith College) 3 Dave Linnell (Cornwall College), Professor Julian Beer (Plymouth University), Duncan Cheatle (The Supper Club) 4 Lord Digby Jones signs some copies of his book 5 Clementine Brown (Ginger Print), Robert Rush (PFA Research) 6 Allyson Glover (UCP)

The last word

Anna Penrose – MailAway

Name: Anna Penrose
Company: MailAway
Job title: Email Marketing Specialist

What did you want to be when you were young? **Anything and everything, apart from a farmer. Funny, email marketing specialist didn't pop in there...**

What was your first full time job? **Fish Fryer at Thurleys Fish and Chip Shop in Helston. Sadly I loved that job too (and have no doubt I could give Rick Stein a run for his money).**

What is your best quality? **Honesty.**

What is your worst quality? **Holding a grudge.**

What is your favourite book? **Anything *Lonely Planet*.** ▶

What is your favourite film? **It's so cheesy, but it really is *Dirty Dancing*.** ▶

What is your favourite restaurant? **It's called Trewavas, no one really knows it but I know the chef really well. She's called Mum and she makes the most amazing meals to order. I particularly like to go there when I know Cornish Pasties are on the menu.**

How do you like to relax? **Flooring someone with the most awesome tackle on the rugby pitch, followed by a beer and admiration of bruises.**

If you could build a house anywhere in the world where would it be? **Pokhara, Nepal.** ▶

Who was your teenage pin up? **Leonardo DiCaprio (cringe!)**

Can money buy happiness? **No, it buys short-term material gains and long-term emptiness. Life does suck a little without any though.**

Most annoying TV personality? **Anyone from *The Only Way is Essex*.**

What has been the worst moment in your career? **Leaving work and crying for a whole weekend.**

What has been the best moment in your career? **Being shortlisted as Employee of the Year two years in a row is pretty cool.**

What do you begrudge spending money on? **Fuel. I still drive a little red Fiesta (although this one does have John Deere green side panels), in 2002 it cost me £20 to fill up the car, now it costs £50. There is a little rage every time I hand over the credit card.**

If you only had £1 left in the entire world, what would you spend it on? **A small but heartfelt act of kindness to someone who has even less.**

What's the best thing about Cornwall? **Too many to list really, the people, environment, culture, freedom, space, blue skies, most of all I guess is that it is home.**

What is the most valuable lesson you have learned in life? **Nothing ever goes according to plan, roll with it anyway.**

What makes you happy? **Jumping on a plane with nothing but a backpack, *Lonely Planet* and passport. When I can't have that a good cup of tea with shortbread biscuits does the trick quite nicely.**

What makes you angry? **Selfishness, incompetence and politics.**

If you could invite any two people for dinner, who would they be and why would you invite them? **I'd invite Maggie Alphonsi because she is a women's rugby legend and my sister because I couldn't have dinner with Maggie and not have Caroline there.** ▶

What could you not live without? **My team. My mates. My game. Rugby.**

What's the greatest invention ever? **Tea, think about it – it solves everything. Bad day at work? Cup of tea. Split up with partner? Cup of tea. Suffering with a hangover? Cup of tea...** ▶

Describe yourself in three adjectives: **Determined. Willing. Honest.**





Self Storage doesn't have to be boring.

givemesomespace.org

0800 878 9000



We store it, so you don't have to.

New Store - Victoria. St Austell

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

* Design Council Research

Take your pick of all the design talent Cornwall has to offer.

Interior designers / Architects / Graphic designers / Website designers / Product designers / Advertising / Photographers / Furniture designers / Landscape designers / Service designers / Exhibition designers / Illustrators / Brand designers / Marketing / Fashion designers / Packaging designers /



CORNWALLDESIGNDIRECTORY.CO.UK
From the Cornwall Design Forum

Move to the Cloud

and boost your business

Cloud benefits

Save thousands on IT infrastructure

Scalability

Flexibility

Save £££ on employee expenses

Access data worldwide

Perfect for SME's

Superfast Broadband

No upfront costs

Business class email

Access data in the office, at home or on the move

No costly IT support contracts

Call us today to move your business to the Cloud **01872 245 245**



Bush Telegraph Co (UK) Ltd. Morlaix House, Newham Road, Truro, Cornwall TR1 2DP.

Your local Cloud Services provider

After 30 years of exceptional service we can see why Datasharp has won so many customer care awards. They are quite simply the best in the industry!

Robert Weedon
Managing Director
Mitchell & Webber

As Cornwall's leading oil distributor it's crucial for Mitchell & Webber's business to operate seamlessly. Datasharp supplies and supports them every step of the way helping them to provide a first class service. Mitchell & Webber is one of thousands of customers that benefit from the full portfolio Datasharp has to offer. A portfolio that consists of lower call costs, line rentals & broadband, cutting edge telephony solutions, Unified Communications and the latest copier and scanning technology.

datasharp

Lower line rental & call costs
Cutting edge telephone systems
Superfast broadband and fibre
Feature rich cloud based telephony
Networked copiers & document solutions

phone 01872 266666
web www.datasharp.co.uk
email info@datasharp.co.uk
facebook [/datasharp](https://www.facebook.com/datasharp)
twitter [@datasharp](https://twitter.com/datasharp)

Datasharp UK Ltd, Woodlands Court
Truro Business Park, Truro TR4 9NH