

Business Cornwall

Issue 57

www.businesscornwall.co.uk

February 2012

Man on a mission

Face to Face with Superfast
Cornwall programme director
Nigel Ashcroft



Also

- ▶ Collaborate Cornwall 2012
- ▶ Quarterly Economic Survey
- ▶ Cornwall Solar Panels

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**

bushtelegraph

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

Your *local* Cloud Services provider

GROW YOUR INTERNATIONAL SALES AT KINGSLEY VILLAGE

Find out how at the EXPORT CAFÉ



Thursday 22nd March, at Kingsley Village

- **Meet** country representatives
- **Discover** how to enter overseas markets
- **Learn** practical skills from speakers
- **Find** export support from exhibitors
- **Network** with like-minded businesses
- **Be inspired** by Lara Morgan, founder of global business Pacific Direct

Export Café is your chance to pick and mix the help you want – all in one place, on one day.

Find out more

visit: www.exportcornwall.co.uk

call: **01752 759897**



European Regional Development Fund
Investing in your future



convergence
for economic
transformation



 **exportcornwall**



Business Cornwall

Tel: 01209 718688

www.businesscornwall.co.uk

Editorial Director

Nick Eyriey

Email: nick@businesscornwall.co.uk

Sales Director

Toni Eyriey

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.57

► Digest

General

Mudskipper launches 4

Chamber names new president 5

Training Awards winners 6

Construction

Contractor secures Convergence funding 7

Creative & IT

Championing "businesses with values" 8

Tourism

Early optimism for 2012 season 9

Environment

Cornwall exports expertise to the USA 10

Food & Drink

New Brewery opens 11

Marine

Cornwall wows London Boat Show 12

Broadband

Success for early uptakes of superfast broadband 13

► Digest⁺

16

The latest Quarterly Economic Survey from the British Chambers of Commerce makes for sober reading

► Business Clinic

18

Bush Telegraph offers some advice for getting the best out of superfast broadband

► Apprenticeships

19

Why it's time to take a fresh look

► Unlocking Potential

20

The recently-launched business service targets some of the trends likely to affect you in 2012

► Face to Face

22

"Some of the technologies we need are so cutting edge that they are only just becoming available." We talk to Superfast Cornwall programme director Nigel Ashcroft

► Collaborate Cornwall 2012

28

Businesses inspired by Partner to Succeed conference

► Regulars

Commentary 4

On the Move 14

Events & Networking 30

Marketplace 32

Billington Bulletin 33

The Last Word 34

Cornwall Solar Panels' Tony Sampson

Looking for the positives

Every dark cloud has a silver lining, as the battered old cliché goes. And amidst the economic gloom, there are some shards of light if you look hard enough.

The media is often (and often quite rightly) criticised for talking up negativity, so perhaps we should adopt a glass half full approach. There are plenty of economic surveys being published at present, and initial reading offers little cheer.

On page 16 we take a look at some of the findings from the British Chambers of Commerce. It's not good, but perhaps it is important to note that "a new recession is not a foregone conclusion" as some sections of the press would have you believe.

And the data coming out of Cornwall, while still not good, still offers some encouragement and is far

less downbeat than other regions in the UK.

Latest unemployment figures might depress you as well, but what it is leading to is an increasing number of entrepreneurs being born. There are more and more start-ups coming through, and while they may not all succeed, of course, at least here in Cornwall they have an excellent chance with the likes of Grow Cornwall, Outset Cornwall, Unlocking Potential and Partner to Succeed around.

Indeed, new business start-ups feature quite prominently in this month's news pages, providing further evidence of life in the commercial sector.

And buoyed by the superfast broadband roll out, there are real reasons for optimism going forward. The importance of connectivity to the local economy cannot be underestimated. As



well as boosting the businesses already here, it provides another compelling incentive for inward investment as well.

We talk to the man with the plan here in Cornwall, Nigel Ashcroft, and hear from the horse's mouth just how the roll out is progressing. ▶

Nick Eyrie

Digestgeneral

Sponsored by



www.cornwallchamber.co.uk

Mudskipper sets sail

A new company was launched at last month's Collaborate Cornwall Conference to help product-focused businesses bring new design ideas to market.

Mudskipper Design Ltd is a collaborative venture between four businesses with different but complementary skill sets – Buff Design (industrial product design), Industrial Arts Studio (visualisation and virtual prototyping), Hawkshead Designs (electronics) and PFA Research (market and user-centric research.)

The company was founded with support from the Partner to Succeed business collaboration project and is the brainchild of Lloyd Pennington, creative director of Buff Design.

Pennington said: "When I approached my colleagues from the other businesses over a year ago, I'd already worked with each of them but I saw that there was an opportunity to take a more holistic, intelligent, market-focused approach to industrial product design."

Tim Bryant, YTKO's programme director for Partner to Succeed, added:



▶ Mudskipper: (l-r) Lloyd Pennington, Roger Full, Robert Rush and Tim Bryant

"I've watched this project come together over the last year. It's great to see four already successful businesses in their own right, come together to exploit their expertise and build something new and exciting." ▶

Tender help at hand

A new tender writing business has been launched in Cornwall offering a 'no win, no fee' service.

Global Alliance Tendering and Translation Services offers tender writing, proof reading, panel presentation and general consultancy to companies looking to expand into larger markets.

It is the brainchild of professional tender writer Sylvan Frith, who launched the company in December, with the help of Outset Cornwall.

She explained: "There's currently a climate which is very favourable for the growth of small business. The Government has woken up to the fact that it is only by encouraging and investing in our national talent that we can hope to secure a promising economic future for the UK." ▶

Chamber Hook Sue

Sue Hook has been appointed the new president of the Cornwall Chamber of Commerce and Industry.

Hook, who is MD at Hayle-based Sapience HR, takes over from Martin Follett, who has held the position for the past six years.

Chamber chief executive Richard Glover paid tribute to Follett's efforts and said: "Under Martin's leadership the Chamber has been transformed.

"Thanks to his hard work we can look to a plan that has provided a growing membership, a stronger organisation and a higher profile than ever before.

"With such solid foundations, we are excited about the future and moving forward with Sue as our president."

Hook added: "We have many micro or small businesses in Cornwall and I feel that I can put forward the position of running a small business in the county,



▶ New broom: (l-r) Martin Follett, Sue Hook and Richard Glover

whilst making sure that we offer larger businesses excellent returns." ▶

Start ups offer jobs respite?

The number of unemployed people in Cornwall has shown a slight rise.

Official figures from the Office for National Statistics (ONS) shows that the number of people in Cornwall out of work in December and claiming jobseeker's allowance rose by 589 to 10,226, representing 3.1% of the working population.

Nationally, unemployment figures are at their highest for nearly eight years, at 2.7 million.

Commenting on the figures, David Beaumont, area director for Lloyds TSB Commercial in Devon and Cornwall, conceded the current pressure on staffing levels that many businesses face, but

pointed out that the growing trend of people going it alone offered a silver lining.

He said: "Over the past two years, the number of start ups across the UK has grown by more than 20%. These businesses are set up by people looking for an alternative to employment or as a route out of unemployment and either way that secures a job or creates a vacancy. If they go on to expand, they then create jobs for others.

"These are clearly early days, but we know that the start ups of today are the large employers of tomorrow and with the right support such enterprises could help fuel the recovery." ▶

Loans Fund passes 100

100 businesses from across the south west have now received funding totalling over £5 million from the South West Loans Fund.

The ERDF Convergence-backed fund helps businesses which have growth plans but are unable to raise enough money from the bank and other sources and is locally delivered by SWIG and FC Fund Managers.

John Peters, fund manager at SWIG commented: "It is great news that the South West Loans Fund has so far helped 100 local businesses, with many of these being in Cornwall thanks to Convergence support." ▶



World's best in Cornwall

2012 is set to be a significant year in the history of Falmouth-based company Research Instruments Ltd (RI).

Not only will it be celebrating its 50th birthday this year, but also opening its new high tech manufacturing site on Bickland Industrial Park.

The company specialises in the design and manufacturing of cutting-edge technology and medical devices for the field of IVF (in vitro fertilisation) and is now looking to expand its staff to help meet the increased demand from the UK and overseas.

MD Bill Brown said: "Our new product range has been so popular that once again we have to expand our manufacturing section to keep up with demand.

"This is especially encouraging as it helps us strengthen our position as the largest hardware IVF (in vitro fertilisation) supplier in the world and we look forward to a further 50 years of success." ▶

Training Awards winners



▶ Ben Moran: Winner of winners

Local businesses' commitment to training was recognised last month at the 2012 Excellence in Business Training Awards.

Hosted by Cornwall College Business, this year saw the first individual scoop the Winner of Winners Award – Ben Moran

from Pall Corporation, who was also recognised as Apprentice of the Year.

Ocean Housing Group won the Outstanding Commitment to Training (SME) and the Excellence in Environmental Training Awards, while Sharon Sandercock from Cornish Cottages took the Individual Achievement Award.

Cornwall Council (Outstanding Commitment to Training); Blue Flame Cornwall (Outstanding Commitment to Apprenticeships); PSG Cornwall (Commitment to Graduate Development); Preci Spark (Achievement of Significant Impact); Clear-flow (Training Programme of the Year) completed the roll of honour. ▶

Stadium delay hits Pirates

The immediate prospects for a Stadium for Cornwall have suffered a delay.

The Cornish Pirates rugby club had been hoping to move into a new 10,000 seater stadium during the 2012-13 season.

However, Cornwall Council is extending the timetable to deliver the scheme, to allow for further detailed work to be carried out to assess the viability of the project and surrounding issues such as

drainage and transport.

The delays to the project mean the Pirates have had to shelve their ambitions for Premiership rugby for another 12 months at least, as their current ground in Penzance does not fulfil stringent criteria.

Pirates owner Dicky Evans spoke of his "dismay" at news of the delay, but reiterated his commitment to the cause. ▶

Another step for South Crofty

Cornish Minerals Limited, the parent company of mine operator Western United Mines Limited (WUM), has announced that Stage 1 of an earn-in agreement with Canada-based Celeste Copper Corporation has been completed.

The agreement means that Celeste has acquired an 18% interest in the development of South Crofty mine, and

Norman Brewster, president and CEO of Celeste, will take a seat on the Cornish Minerals' board.

WUM chief executive Alan Shoemith said: "I am delighted that we have successfully concluded the first stage of the earn-in agreement and look forward to working closely with our colleagues at Celeste." ▶

Retailer reports sales rise

Cornish retailer Ann's Cottage enjoyed a rise in sales in the run-up to Christmas.

Despite the fragile economic climate, Ann's Cottage director Rob Harris reported that business was brisk.

He said: "As expected, Christmas shopping went right up to the very last minute as customers took advantage of the full shopping week ahead of Christmas, with Christmas Day falling on a Sunday this year.

"We also experienced significant uplift in Gift Card (+15%) and online sales (+50%)."

Since launching in 1978 with its first outlet in Polzeath, Ann's Cottage has expanded across Cornwall with stores in Fistril, Bude, Falmouth, Padstow and Wadebridge, as well as the Cornwall Surf Centre and Clearance Warehouse in St Columb. ▶

Briefs

Taxing: Cornish accountant John Endacott, a partner at Francis Clark with Winter Rule, has seen his book 'Furnished Holiday Lettings – a Tax Guide', published by Claritax Books Limited.

Playing: St Mawgan-based Taylor Design & Play has expanded its range of play equipment for 2012 and also become the sole UK distributor for the ComfyLand Experience, an educational play area for toddlers. Over the past ten years, the company has also been building its overseas market and is now the preferred global supplier of indoor play to the Shangri-La Hotel Group.

Rising: Investment management company Brewin Dolphin has reported a 10% rise in income. According to the group's preliminary results for the year ending September 26, total income rose from £240 million to £264 million. Total funds under management increased to £24 billion.

Launching: A new company has been launched to help people organise their own care. PA Agency is the work of Amy Rice and aims to take the worry out of employing a personal assistant (PA) for people who need help with their everyday life.

Musical: Cornish CD and record store Music Nostalgia has proved there is still a strong demand for more traditional musical media, by expanding into new larger premises in Truro's Pannier Market.

Revved up: Truro Tractors has agreed a deal to supply Kawasaki's full range of power products. Founded in 1985, Chacewater-based Truro Tractors supplies a comprehensive range of grounds care and garden machinery to contractors, landscapers and the general public.

Quality mark: Local law firm Walsh & Co has been awarded the Conveyancing Quality Scheme Accreditation by the Law Society. Principal Thomas Walsh said: "It is a testament to the high standards and dedication of the Conveyancing team."

Hines lends WWA support

Renowned environmental campaigner and Surfers Against Sewage founder, Chris Hines, is to help a Truro-based construction consultancy in its quest to become one of the UK's greenest quantity surveying businesses.

Hines, who served as sustainability director at the Eden Project for six years, will be a consultant to Ward Williams Associate's (WWA) 'Green Team' and will act as an overall mentor to the

construction company on environmental and sustainability issues.

Explaining his new role, Hines said: "The construction industry has an enormous responsibility to the environment and it is heartening to see it beginning to step up.

"The impact of this industry is huge so therefore the positive benefits of building sustainability can deliver massive benefits." ▶



▶ Chris Hines: "Impact"

Green light for link road

The east-west Camborne/Pool link road project has secured Government funding.

The Department for Transport (DfT) gave details of 21 local transport schemes across the country that it will be financing, worth a total of £854 million.

Here in Cornwall, it will be contributing £16.1 million towards a total cost of £28.6 million in the CPR scheme.

Transport Secretary Justine Greening said: "Almost all journeys begin and end on local authority networks, which provide the crucial links that allow people and businesses to prosper.

"We are investing in schemes that will provide better access to jobs and services, reduce congestion and enable more goods to move more easily around our country."

North Cornwall MP Dan Rogerson, meanwhile, has renewed his calls for the A30 from Temple to Higher Carblake to be dualled.

Rogerson says the bottleneck leads to hours of delays, accidents and means that neighbouring villages suffer from problems of drivers trying to avoid the traffic.

According to figures, the A30 sees the biggest increase in traffic during the summer months of any road in the country. ▶

CSA has 'dynamic' plans



▶ Tuckingmill: "High quality"

Truro-based architect and urban designer CSA Architects has secured planning permission for an important regeneration scheme in Tuckingmill, Camborne.

Working with a number of stakeholders including Cornwall Council, CSA's proposals for the 24 acre site include the creation of new office space through the renovation and reuse of the historically significant 'North Lights Fuse Works' building, a café, corner shop and over 380 new homes.

CSA MD Justin Dodge said: "We are committed to producing a high quality environment, regenerating Tuckingmill sensitively, but dynamically." ▶

Contractor secures investment

A local construction company has been awarded more than £300k of Convergence funding towards building a new HQ.

RM Developments is the lead company in a consortium of four building contractors – FourCornwall – and the funding will go towards building a new headquarters at United Downs, near Redruth.

The money will assist in extending and refurbishing RM Developments existing property at United Downs, creating more factory space and new offices.

It will also provide a centrally located administrative headquarters for FourCornwall.

A successful application for the funding was put together by Brian Botting, a chartered surveyor and partner at Miller Commercial Property Agents.

He said: "This injection of European money enables the project to be undertaken in these difficult times when it wouldn't have gone ahead speculatively. In other words it wasn't viable without European investment to share the risk." ▶

RTP on a silver streak

Silver is rapidly turning into the favourite colour of a Cornish firm of chartered building surveyors.

Currently celebrating its silver jubilee, RTP Surveyors, which has offices in Falmouth and Bodmin, has just been awarded Silver Investors in People (IIP) status.

The company, one of only 55 organisations in the south west to have achieved Silver, was praised for its work to involve and empower its team.

RTP director, Richard Collett, said: "We're all extremely proud to have gained Silver status for IIP, especially in our silver jubilee year." ▶

Working in the Frontline



▶ Sam White: "Great project"

Truro-based marketing consultancy MPAD has helped secure a major public sector tender for Frontline Total Security.

Frontline is now security provider to an organisation delivering assisted housing from Penzance to Gloucester.

During the final stages of the bid, St Austell-based Frontline approached MPAD to develop a slideshow presentation that would capture the judges' attention and help secure the tender.

MPAD's marketing consultant Sam White and graphic designer Matt Holland worked together to create a professional slideshow that expressed the structure, core values and key abilities of Frontline Total Security.

White said: "This was a great project to work on. Frontline are so clearly dedicated to what they do and how they do it, that it gave us a something to work with. And after meeting with us they believed in what we wanted to do for them. That's why the presentation was such a success." ▶

Businesses go Cuckoo

A new Cornish online venture is aiming is to "champion businesses with values".

Launched in September, the Cuckoo Vine community has rapidly grown, featuring services and companies for whom business is about more than just making money.

The website is the brainchild of Penryn-based Mike Carthew, who developed the idea after having a less than satisfactory experience with a roofer.

He explained: "I flipped the normal approach on its head and decided not to rant about rogue traders, but to celebrate businesses with integrity and values."

To date Cuckoo Vine has proved a useful tool for small businesses, but Carthew feels there is also potential for bigger businesses on a wider scale, who take their corporate social responsibility seriously.

"I honestly believe that by supporting businesses that focus on more than just profit, we stand a much better chance of building a robust and healthy economy," he said. ▶

ABC of PHP

A global leader in the heady world of high end web development was in Cornwall recently to share some of his expertise.

Sebastian Bergmann, who held a two-day workshop at the Rose-in-Vale, Mithian, is the pioneer of PHP unit, an international quality standard for testing web based applications and dynamic web site development in the software language PHP.

He was invited to Cornwall as part of the successful Agile programme, started 18 months ago by Oxford Innovation.

Bergmann commented: "It was a pleasure working with the Cornish PHP developers, they are passionate about what they do. Adopting PHPUnit testing standards within their Agile frameworks has further enhanced their ability to deliver high quality web applications to a globally recognised standard." ▶

Briefs

Gloved-up: Looking for a creative solution to promote Marigold's latest gloves, Penzance PR company Mercury came up with an internet game that went global with players from over 20 countries logging on. Having some up with the concept for the game – Mercury then worked with Penzance-based design company Channel and creative digital company LinedUp of Pool Innovation Centre to bring the game to life.

Runner-up: Bude-based technology firm Schoolcomms was shortlisted for the ICT Company of the Year award at last month's British Educational Training and Technology Show.

President elect: Stoke Climsland-based PR consultant Sue Wolstenholme of Ashley Public Relations has been voted in as president elect for The Chartered Institute of Public Relations (CIPR) and will become president in 2013.

Poppy flowers: Penzance-based textile giftware company Poppy Treffry has won a contract to supply the Anthropologie chain of stores in the US. Anthropologie has 135 stores in the US, and sells globally through its website.

Zammer fame: A new creative agency has opened for business in Penryn – Zammerchat. It is the work of business writer Sophie Cowles and graphic designer Mark Jervis, who believe that when it comes to effective business communication and brand building, it's not just about what is said, but how it is said. Jervis explained: "To us, image and layout are just as important as text and tone."

Survey offers holiday hope

New research from south west self-catering specialist Blue Chip Holidays claims holiday habits are set to “significantly shift” towards south west and Cornish breaks in 2012.

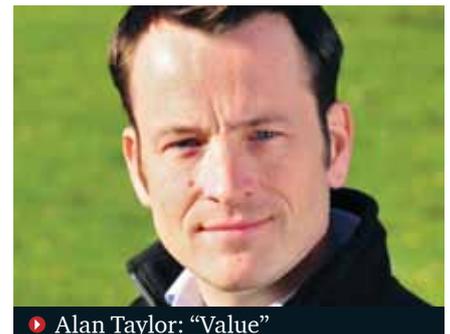
Its findings show that concerns about the cost of holidaying abroad, combined with the impact of April’s Air Passenger Duty (APD) hikes, are set to deal a hammer blow to overseas holidays and bring a boom in the popularity of south west and Cornish breaks.

According to its survey of over 2,900 people, 44% of those polled said that they planned to increase the number of domestic and south west holidays in 2012.

However, when they were asked how they would react to the planned APD hikes at twice the rate of inflation from April, the numbers of those saying they would be more likely holiday in the UK rather than overseas leapt to 67%.

53% of those polled said the weakness of the pound dissuaded them from holidaying abroad while 64% said that they have chosen, or would choose a domestic self-catering holiday over an overseas trip to save money.

Commenting on the findings, Blue Chip MD Alan Taylor said: “Confronted with the prospect of hundreds of pounds being added to the cost of their overseas



▶ Alan Taylor: “Value”

holiday overnight, you can bet that travellers will very quickly look for better value deals and for many that will mean holidaying in Cornwall.” ▶

The Budock green



▶ Budock Vean: Waste policy

The Budock Vean’s new kitchen waste policy has been delivering some dramatic results.

Since adopting the initiative, the amount of food waste from the kitchens has been reduced by a third.

Over a year this translates to 12,000kg of vegetable and fruit peelings, egg shells,

tea bags, lettuce leaves and food scrapings which instead of being sent to landfill are being composted to help fertilise the hotel’s 65 acres of gardens and parkland.

And it has paid economically as well, as those scraps would have taken up 150 general waste containers which at £14 per container for removal equates to a saving of £2.1k a year.

Owner Martin Barlow commented: “We were already composting our grass clippings and garden waste, but we set ourselves a challenge to really reduce the waste from our kitchens and we’ve been staggered to see that a whole third of it can be composted and put back into enriching our grounds.” ▶

Useeka here, useeka there

A new website has been launched aimed at travellers seeking a more sustainable holiday.

useeka.com is the brainchild of Neil Simpkin, a Cornwall-based businessman with more than 15 years’ travel and online sales and marketing experience.

He explained: “The aim of useeka.com is to make choosing a sustainable holiday an easy choice. We have selected hotels and travel options that are the best available for the environment.

“We wanted to provide people with the best information and options so that they can choose the perfect holiday for them, which also treads lightly on the environment, without compromising on value for money, quality or location.”

Useeka, which is ATOL protected and ABTA bonded, already has a selection of more than 3,600 holidays, hotels and travel options for leisure and business travellers. ▶

Green and gold

Two Cornish facilities have been recognised for their environmental and sustainability policy and practices.

St Michael’s Hotel & Spa in Falmouth, and Carbis Bay Holidays in St Ives have both been awarded gold status by the Green Tourism Business Scheme (GTBS). ▶

Country Club goes mobile

The China Fleet Country Club has developed a new web site specifically for the mobile market.

The move was prompted when it discovered that since launching its new web site three months ago, 10% of customers accessed it through a smartphone.

Sales director Sam Snowdon said: “Since launching the new website over three months ago, we have had over 25,000 visits and of these over 2,500 thousand have accessed it through mobile devices such as iPhones and iPads.

“This clearly shows the growth potential of the mobile site and our customers are keen for us to find ways of improving the access to information about the club.” ▶

Keeping a good house

The Headland Hotel’s head housekeeper has won a top a national award

Jude Gallacher picked was named Housekeeper of the Year at the recent Caterer and Hotelkeeper Awards, commonly referred to as The Cateys.

Veryan Armstrong, general manager at the Newquay hotel, described Gallacher as a “shining star whose passion and pride for the hotel is apparent in all that she does”. ▶

Bore in the USA

A Cornish energy developer has signed a joint venture deal with an American town to deliver a £10 million geothermal project that will be the first of its kind in the US.

The agreement will see Falmouth-based Mimer Energy provide geothermal heating and cooling for businesses and municipal buildings in a district of West Warwick in Rhode Island, 50 miles south of Boston on the east coast of America.

The project will also include elements of wind, solar and hydro power to reduce the reliance on grid electric-

ity and provide low carbon energy for customers at fixed cost.

The company has established a joint venture subsidiary to build and then operate £10 million of renewable energy infrastructure in West Warwick for a period of 15-20 years, after which it transfers to the local community as a self-sufficient micro-utility.

Mimer Energy CEO Brian Kennelly said: "West Warwick will become the first area in the US to use geothermal energy on a village scale. Combined with the other renewables technologies



▶ Brian Kennelly: Global plans

this is a great opportunity to be involved in the regeneration of an industrial town to provide energy in a way that will really benefit the community." ▶

TT races to accreditation



▶ TT Compost: Growth

An organic waste company in north Cornwall has gained five accreditations.

TT Compost, which is based in St Tudy, near Bodmin, produces five grades of compost for different use and has achieved PAS100 accreditation for each one, the first compost company in Cornwall to have achieved such a feat.

MD Martin Lake, said: "The process was rigorous and it's been a huge undertaking, but it has been worth it."

The specification covers the entire production process from raw materials and production methods, through to quality control and lab testing to ensure certified composts are quality assured, traceable, safe and reliable.

As well as gaining PAS100, the company has also moved into 'e-compost' with the launch of its new website.

Lake added: "It's great to have the website live as we're looking to generate more sales online in 2012." ▶

MP gains Enact perspective

Local MP George Eustice visited Cornish renewable energy specialist Enact Energy recently, to gain an insight into the key issues affecting businesses operating in the renewable energy sector.

Since establishing in 1996, Enact has grown to employ more than 50 staff from its offices based in Tolvaddon.

Enact was keen to discuss the recent changes to Government green schemes with Eustice, such as cuts to the Feed-in

Tariff (FiT), and the potential knock on effects this will have on the industry.

Enact CEO John Egan said: "We were delighted that Mr Eustice was able to visit us to see the work we are doing here in Cornwall and across the UK." ▶

Candle in the wind

The St Eval Candle Company has installed a wind turbine at its base near Wadebridge.

The 10kw Aircon wind turbine measures 18 metres high and was installed at its Great Engollan Farm premises towards the end of last month.

The turbine, which was installed by St Agnes-based Natural Generation, is believed to be the first of its kind to be installed in the UK.

Natural Generation MD Mike Field said: "This is the quietest most technologically advanced MCS approved turbine in its class, we are very happy with the longevity of this turbine, which has been in operation on the continent since 2004."

The turbine is part of a wider conservation initiative being put into place by St



▶ St Eval Candle Company: Wind power

Eval, as MD Ian Greaves explained: "We are delighted to see the wind turbine up and working so well," he said.

"We are looking forward to continuing with the project with the next phase seeing tree planting and the restoration of the old Mill pond which dates back to the 17th Century." ▶

CEP on ISO road

Community Energy Plus has passed an important milestone in its journey towards achieving ISO9001 Quality Management System accreditation, with 11 staff gaining IRCA certified internal quality auditor qualifications.

The Camborne-based charity is following the ISO 9001 standard to embed quality control processes across all areas of its activities. The Charity's trading arm, Low Carbon Futures, has now added quality management system mentoring to its portfolio of services. ▶

A new Harbour light

A new craft brewery has opened for business in Bodmin – the Harbour Brewing Company.

The venture, which is entirely funded by private investment, has been set up by Rhys Powell, a former brewer with Sharp's, and Eddie Lofthouse, who had previously run the Atlantic Hotel and Doom Bar in New Polzeath.

The company is starting out with four beers in its range – an IPA, an amber ale, light ale and a Czech-inspired Pilsner-style lager.

Lofthouse commented: "We are committed to making beers that are contemporary and deliver an uncompromising taste experience. We use pure Cornish spring water sourced on the hillside next to the brewery, and only the finest raw materials.

"We will not be as cheap as the mass-market beers produced by multi-nationals, but not everyone wants to stock or buy something they can buy in every supermarket or pub in the country.

"Our aim is to sell in Cornwall initially, but already have some outlets in



▶ Rhys Powell and Eddie Lofthouse: A dream fulfilled

London who like the sound of what we are doing." ▶

Brewery praises tie decision

St Austell Brewery has praised the Government's proposals not to impose strict controls on the way breweries work with pubs they own.

Following a review, the Department of Business, Innovation and Skills (BIS) says it will continue to protect the traditional tied tenancy model, which requires licensees to buy their beer from the pub operator.

St Austell MD James Staughton said: "The Government has provided a substantial boost in confidence for family brewers, and their tenants.

"As a family-owned company, we take a long view of investment into our pub buildings and, within the traditional brewery tenancy agreement, we take the costs of looking after and improving the buildings we own."

However, critics say the current system puts the squeeze on landlords and claim that more tied pubs are closing down than fee-of-tie pubs.

And a motion was debated in Parliament calling for the Government to introduce a statutory code of practice for the pub industry. ▶

Greggs set for Cornwall?

A north east-based bakery could soon be set to take on the Cornish with its pasties.

Currently, the national chain Greggs does not have any outlets further east than Exeter. However, it is opening new shops at a rate of 90 a year, and is on track to open its 2,000th within the next three to four years.

And the opening of a new bakery in Wiltshire next year is likely to mean it

will look to extend its reach into Cornwall for the first time.

However, following the award of Preferred Geographical Indicator status to the Cornish Pasty last year, Greggs will either have to buy its pasties from a local supplier, or refrain from calling them 'Cornish'.

Greggs' chief executive Ken McMeikan promised to be mindful of the Cornish Pasty's heritage. He said: "We

are always hugely respectful of local favourites, such as the stottie in the north east, and we would be particularly respectful of the Cornish Pasty." ▶

Baker Tom to open café

Speciality baker Tom Hazzledine, of Baker Tom fame, has turned to a St Austell design consultancy to design a café within the heart of his industrial bakery in Redruth.

Hazzledine is keen to add the facility to complement his existing retail outlets in Falmouth and Truro.

And he has charged Slurp Design's Eugene Sellors to create the "complete sensory experience".

Customers will be able to make purchases and enjoy their food while watching the bakers at work through a large opening in the bakery wall fronted by a spacious counter. Above will hang a



▶ Baker Tom: Artist's impression of café

bespoke lighting feature made from recycled baking tins.

The café is due to open at Easter. ▶

Honorary first for Padstow chef

Master chef and restaurateur, Paul Ainsworth, has been awarded the first ever honorary diploma by his former college.

Ainsworth, who owns At Number 6 and Rojano's in the Square in Padstow, was presented with the accolade by City College Southampton, in recognition of his outstanding contribution to the catering and hospitality industry.

Having studied at City College, Ainsworth learned his trade under some of the biggest names in the business before setting up two restaurants in Padstow. ▶

New Crabber draws crowds

The all new Crabber 12 received an enthusiastic response when it was presented at the London Boat Show.

A local team comprising Cornish Crabbers, the Marine Innovation Service (part of Falmouth Marine School) and Composite Integration had been working tirelessly since September of last year, to manufacture the 12ft dinghy in time for last month's exhibition.

The project to build the first Crabber 12 presented Cornish Crabbers with the perfect opportunity to trial a new process, moving away from the traditional hand laminating technique used for decades, by applying resin infusion

technology to the new David Thomas dinghy design.

Marine Innovation Service manager Alex Whatley said: "Whilst resin infusion technology is in place for many larger boat-builders, the process remains a mystery to many small to medium sized boat-builders.

"With the Crabber 12, Cornish Crabbers have clearly demonstrated their passion for innovation and producing high quality, modern boats which maintain the much-loved traditional look and feel of a Cornish Crabber."

Cornish Crabbers MD Peter Thomas added: "We've not only tried to bring an



▶ Crabber 12: New processes

innovative product to the market that gives families the ideal dinghy to teach children in, but also innovated with our production technique. This is a big deal and the Crabber 12 represents our determination to constantly improve." ▶

A Boat Show hit



▶ Duchy 27: Instant success

A Mylor-based classic boat builder is recruiting extra staff following a successful showing at last month's London Boat Show.

Cockwells received two orders for its Duchy 27 motorboat, valued in excess of £300k.

MD Dave Cockwell commented: "The sales reflect a growing confidence in the leisure market which is great for all of us.

"I believe, as an industry we need to build ourselves out of the recession with high quality products and a friendly and efficient service."

As a result of the purchases and the growing popularity of the Mylor Creek Boatyard, where Cockwells is based, the company is now looking to recruit two new experienced shipwrights. ▶

BIS takes Wave Hub reins

The future of the Wave Hub marine energy project off the Hayle coast has been confirmed by the Government.

The Department for Business Innovation and Skills (BIS) assumed ownership of the asset from the soon-to-be defunct South West RDA on January 1.

To manage the day-to-day operation of the testing facility on its behalf, BIS has set up a stand-alone operating company, Wave Hub Limited, which will be based

in Hayle. This arrangement will allow the project to build on the operational plans already put in place by RDA.

Claire Gibson, who has been confirmed as Wave Hub's permanent general manager having acted in an interim capacity since May, added: "This is good news for Wave Hub, for Cornwall and the south west and for the future of wave energy development across the UK.

"It secures Wave Hub's status as a

publicly-owned asset, ensures it will continue to be locally run, and reinforces the pivotal role of Wave Hub and Cornwall to the development of a commercial marine energy industry in the UK." ▶

Ship shape

A&P Falmouth's planning and round-the-clock work ensured P&O Cruise's newest ship, Adonia, left Falmouth a day ahead of schedule.

The 30,000 tonne ship arrived in the port last month for some unspecified unscheduled repairs in A&P's dry dock.

A&P only had four days to complete the essential maintenance, as the Adonia was due to begin an 87-night world cruise, but managed to do it in three.

A&P Falmouth MD Peter Child said: "We gave a major commitment to complete the



▶ Adonia: Emergency stop

work within the four day window, and we have delivered to ensure this happened." ▶

Kids from FaMe

Falmouth Marine School has formalised its partnership with Falmouth Harbour Commissioners with the creation of the Falmouth Marine Enterprise Project (FaMe) and subsequent signing of a memorandum of understanding.

The memorandum agrees a coordinated approach to the undertaking of student research in the Falmouth marine environment.

Captain Mark Sansom, harbour master and chief executive of Falmouth Harbour Commissioners, said: "The partnership enables Falmouth Harbour Commissioners to address skills issues at a local educational level whilst ensuring a sustainable and cost effective source of research of the port environment." ▶

First to hit 100

Wheal Kitty-based web development company UK NetWeb is one of the first businesses in Cornwall to benefit from the cutting edge 'fibre to the premises' technology, which provides the very fastest broadband speeds available in the UK of up to 100Mbps.

Managing director Toby Parkins said: "Superfast broadband has taken us into the super league. We now have broadband

speeds that outperform most of our clients in London.

"Having superfast broadband has had a powerful impact on perceptions about our company and means we are seen as serious first division players with world class connectivity.

"One of the most striking things you notice is that you can have nine or ten of us in the office, all busy online and all with quite incredible broadband speeds.



▶ Toby Parkins: "Impact"

Tasks that used to take an hour will now take five minutes, so the impact on productivity is phenomenal." ▶

Double whammy for Orbiss



▶ Grant Cullingford: "Revolutionise"

Telecoms specialist Orbiss is benefiting from superfast broadband at work and at home.

Orbiss was the first business in Cornwall to connect to superfast broadband

last year, and now chief technical officer Grant Cullingford has also connected at home in Trispen, a previous 'slow spot' in Cornwall. He can expect to see speeds thirty times faster than before.

He said: "This will revolutionise the way I can work and play. I will be able to work just as effectively at home some of the time. For example, I can engage in video conferencing from home and access all our office systems just as quickly as if I were in the office saving time on commuting and increasing my flexibility and productivity.

"The availability of on-demand entertainment will be brilliant, no longer will I have to rely on postal based services for content when it's now at my fingertips, using a variety of enabled devices such as

games consoles, digital set top boxes and smartphones, accessing a wealth of internet enabled services worldwide." ▶

Feeling the warmth

Continental Underfloor Heating in Bude was one of the first businesses to connect to superfast broadband and is reaping instant benefits.

Chairman Chris Ingram said: "We are about to open the first of a number of satellite offices around the UK. With superfast broadband, we can now have world class connections between these and our head office in Bude.

"The new technology can be used to strengthen the company culture. One idea we are exploring is streaming webcams between our offices across the UK, so that everyone can see what is going on in offices hundreds of miles away, just as if it were right next door.

"We even want to have a 'virtual water cooler' where people can get together and chat, even if they are in different offices.



▶ The Continental team

"There's no question that superfast broadband is going to open up an amazing new world of opportunities and help our business grow." ▶

Superfast camping

Cosawes Park in Perranarworthal, near Truro, is the first campsite in Cornwall to offer superfast wi-fi connectivity.

Park manager Rhiannon Fraser said: "Superfast broadband is a terrific boost to Cosawes Park. Our previous broadband connection was 'superslow'. We are now getting speeds of nearly 40 Mbps – an incredible fifty times faster than before!

"This has revolutionised the amount of time it takes to uploads images to our website, send large files and source supplies online.

"Having superfast broadband has also opened our eyes to new ways of promoting ourselves and we are now considering making use of video on our website for the first time." ▶



▶ Rhiannon Fraser: "Opened our eyes"

Fal River boost

Fal River Cornwall has swelled its marketing team with the addition of two new members of staff.

Tommy Tonkins has joined as digital communications manager, having previously worked on national and international campaigns for Helston-based charity, ShelterBox.

And with five years experience in the hospitality industry, Claire Wood has become Fal River's new sales manager.

"It's a really exciting time to be joining the Fal River team," said Tonkins. "The river is such an easy thing to market as it



▶ Claire Wood with Tommy Tonkins

has so many fantastic offerings, not least its stunning natural beauty." ▶

FSB elects new chairman

The Federation of Small Businesses (FSB) in Cornwall has elected Mark Stockwood, a retired garage owner from Camelford, as regional chairman.

Stockwood was voted in at the organisation's AGM, while Val Kidman, a book-

keeper in east Cornwall and Gary Langan, a business consultant and mentor in mid Cornwall, were elected as chairmen for their respective branches. ▶

Carn Brea reshuffle



▶ Rachel Silvester, Barry Holding and Andy Williams (r)

Carn Brea Leisure Centre has appointed a new centre manager as part of a management restructure.

Barry Holding, who has been with the centre for more than 15 years, succeeds Alex Clifton, who has been named strategic development manager.

Holding has served in a number of roles since joining the facility in 1994 as a lifeguard, most recently as duty manager.

He will be joined by Rachel Silvester, who has recently started as the Trust's new finance manager, and Andy Williams who has been appointed as a duty manager. ▶

Curtis books into St Michael's

St Michael's Hotel & Spa in Falmouth has appointed Ivan Curtis as its new general manager.

Curtis has more than 32 years' experience in the hotel, leisure and hospitality industry, having previously worked at The Cornwall Hotel, The Headland Hotel and The Island Hotel on Treco, in the Isles of Scilly. ▶

At home with Coodes

The property team at Coodes has been given a boost with the appointment of a new specialist in the field.

David Williams, who has joined the firm's St Austell office, moved to Coodes after four years at Truro firm Carlyon & Son with John Rabey & Co.

He said: "I wanted to establish myself as a specialist in both advisory and transactional property law. My move to a well established, full service firm with

Briefs

Marketing: Porthminster Gallery in St Ives has recruited Claire Pearce through the Unlocking Cornish Potential (UCP) scheme, to focus on the marketing function of the business and in particular its online presence.

Advising: Truro-based independent financial planning and investment management company Watson French has appointed Laura Harris as financial advisor. Harris joins the company after spending the past four years at Co-Operative Financial Services.

Conveyancing: Nigel Pullen Solicitors has appointed Chris James as a partner. James, who has 26 years' experience in property law in Cornwall, had previously consulted for the firm and will be based in the Truro office.

Constructing: Former Mounts Bay teacher Clare Lenehan has joined Cornwall College as programme coordinator to help integrate sustainability into its construction courses.

Cooking: St Ives hotel Tregenna Castle has appointed former Rolling Stones tour catering manager Scott Young as its new executive head chef.

Letting: Holiday lettings agency Cornwall's Cottages has named Jennie Martin and Jo Norriss to its reservations team.



▶ David Williams

a department led approach, allows me to do this whilst providing a more efficient service to clients." ▶

FC Fund Managers

Are you an ambitious business?

Then we are open for business.

You have a business you want to grow.
You want reliable and flexible finance to help you achieve your goal.

Commercial finance from £1,000 to £250,000

Call SWIG 01872 223883 for loans of up to £50,000
www.southwestinvestmentgroup.co.uk

Call FC Fund Managers 01872 272288 for loans of £51,000 to £250,000
www.fcfundmanagers.com



FC Fund Managers | 14 High Cross, Truro, Cornwall, TR1 2AJ
FC Fund Managers is authorised and regulated by the FSA Firm authorisation number 409409.



Get paid to generate your own Electricity!

- **Beat the March Rush** to get new Feed In Tariff
- Less than 8 year payback (installation costs apply)
- Reduce energy bills & your carbon footprint
- Software optimised systems
- After sales service
- Complete in house service from site survey, quote, installation & registration
- Estimates available through our website
- Check out our website for video referrals from satisfied customers

Winner of the Best New Business 2011



Call Today **01872 562 775**
cornwallsolarpanels.co.uk

Trevissome Park, Blackwater,
Truro, Cornwall TR4 8UN

Actions not words

Latest Chambers Quarterly Economic Survey makes for gloomy reading

As we move into 2012, the latest Quarterly Economic Survey (QES) from the British Chambers of Commerce (BCC) does not offer too much cheer.

There are no shortage of economic surveys being published these days, and none of them too optimistic.

But if there are any crumbs of comfort to be had, then they are more likely to be found in Cornwall than most other parts of the country.

Nationally, the BCC findings point to a period of stagnation in early 2012. The survey, comprising some 7,850 responses from businesses across the UK, shows declines in most indicators across both manufacturing and services in Q4 2011. While measures for the previous three months indicate minimal growth, expectations for the coming three months have significantly weakened.

Domestic balances are weak, while export activity by manufacturers also slipped, although service industries improved slightly.

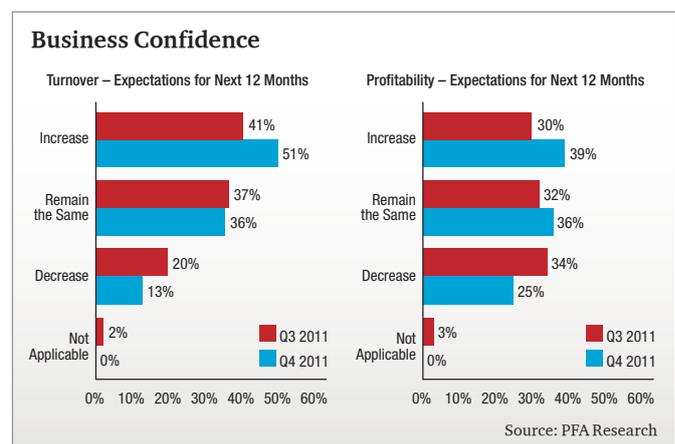
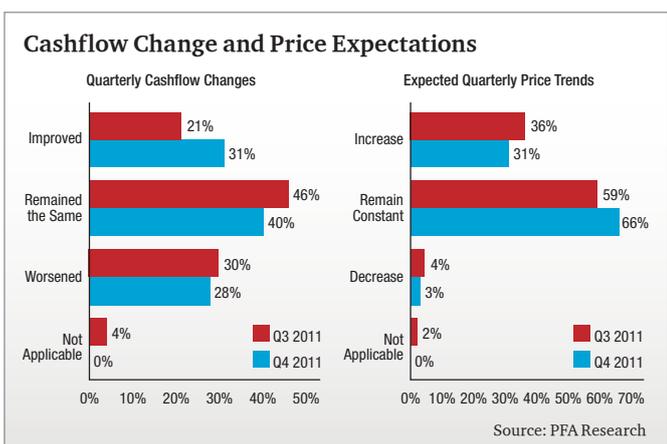
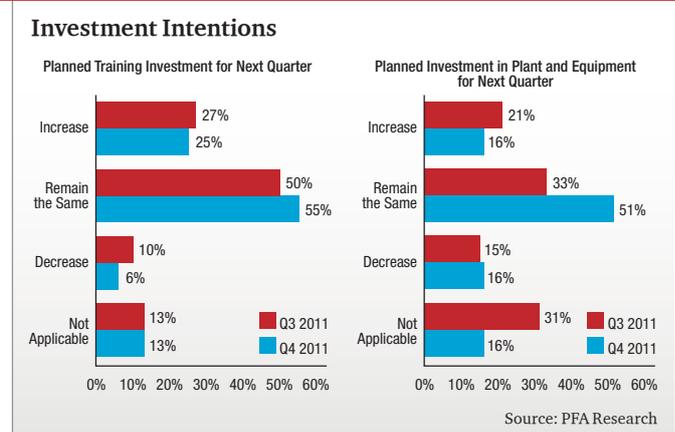
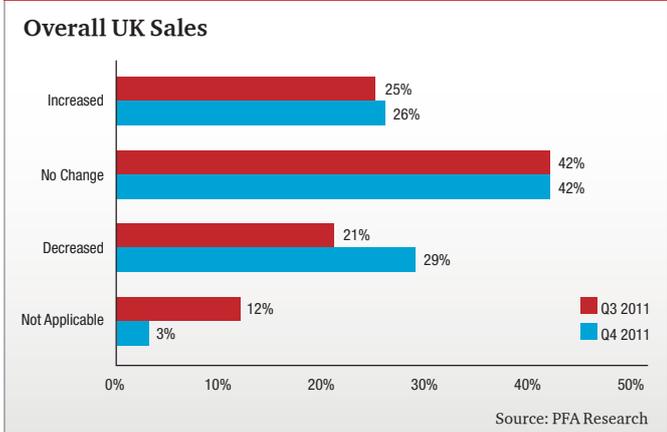
Nationally, employment indicators also fell – no surprise there, given the recent unemployment figures – while business confidence across all sectors also declined, with profitability confidence in the service sector at its lowest for two and a half years. Investment plans among UK manufacturers were scaled down, although grew very slightly (+2%) in the service sector.



But while this all makes for grim reading, BCC director general John Longworth insists that a new recession is not a foregone conclusion. “However,” he says, “action is needed urgently to tackle the short-term stagnation and a lack of business confidence, damaged by the ongoing eurozone crisis.

“A slowdown across the eurozone is inevitable, but Britain need not suffer a similar fate.”

Cornwall QES data



The picture down here in Cornwall, meanwhile, offers more room for optimism. The majority of QES respondents (67%) reported their domestic sales had remained the same or increased in Q4 2011.

The majority (77%) also intend to maintain or even increase their investment in staff training in the coming months, but confidence is taking a beating, with the number of businesses expecting to grow in profitability in the coming year falling significantly when compared to the same period last year.

Talking to Kernowpods' Matthew Clarke in a podcast which first appeared on businesscornwall.co.uk, Chamber president Sue Hook says: "The main thing to say is that in Cornwall we are not just holding our own, but we are slightly better than the UK average.

"And one of the really good things is that employers are maintaining or increasing their workforce."

"Running a small business is a tough challenge and they look to the Government to help in whatever way they can, but could they please hurry up"

She says she is also encouraged by that fact that many businesses in Cornwall appear to be investing in their workforce with training.

"Again it's slightly above the national average," she says. "And it puts employers in a position that when the economy changes, they have a ready trained workforce ready to take on competitors right from the start. Investment in training now is a great opportunity."

But Hook concedes that against a backdrop of deteriorating confidence, the business community is looking for the Government to come up with some answers.

"There is a lot of nervousness," she tells us. "There are many companies, big and small, who are just hanging on in there. There has been a lot of talk from the Government, but we need actions to help support small businesses.

"We would like to see some of the recommendations put forward by the Government translated into action to help small businesses sustain and grow their businesses.

"Running a small business is a tough challenge and they look to the Government to help in whatever way they can, but could they please hurry up. We're past the point of talking now, we'd really like some action." ●

kernowpods

Hear it here first

Listen to all the latest podcasts at businesscornwall.co.uk, in association with kernowPods.com



Coodes HR Plus

business protection you need

Around 170,000 legal claims are made against employers every year, protecting your business and your employees is crucial.

Employment issues are notoriously sensitive and delicate.

The complexity of employment laws can make it difficult for employers to know what to do next. You cannot stop claims against you, however, you can protect your business.

Coodes HR Plus is a comprehensive insurance backed package for a **simple monthly fee**.

The benefits to your business

- **Direct contact** with a specialist employment solicitor providing one-to-one support
- **Indemnity** against awards of compensation and legal fees of up to £250k per claim
- **Fixed monthly fee**
- **A reduction in management time and costs**
- **Peace of mind**
- **Improved employer/employee relations**

Next steps

We offer a free consultation to explain the service and what it will provide to your business.



Get in touch

You can get more information about this service and costings by contacting Peter Lamble on **01872 246200** or email peter.lamble@coodes.co.uk

Harness the power



Bush Telegraph MD Chris Royden explains how SIP Connectivity can give your business the edge

Here in Cornwall, we are fortunate to be the first rural county in the UK to benefit from superfast broadband, increasing our average download speeds from 1 or 2Meg, to an estimated 40Meg, depending on locality to your local green cabinet.

This investment in the counties infrastructure will ensure that massive improvements in resilience and ability to handle increases in traffic volume take place. In reality this means that as end users we have a better connected and faster network.

But from a business perspective, what can we do to really harness the power and flexibility and take true advantage of superfast broadband from a connectivity point of view?

The answer is to look at connecting your business to the network via SIP (Session Initiation Protocol) trunks. Companies can replace traditional fixed PSTN lines with an IP phone system connected externally through a SIP trunking service.

The benefits include cost savings on connectivity, number flexibility and it creates a single line conduit for multimedia; including voice, data and video.

A SIP trunk is connected using broadband and so long as your phone system is SIP enabled, it can be connected via

a router which in turn connects to the broadband link. For best results use a QoS enabled broadband that guarantees voice quality.

SIP brings a host of benefits to any business operation, ultimately creating a cost effective communications service. In most cases you can keep your existing numbers and these can then follow you wherever your business locates, it can also provide you with non-geographic numbers almost anywhere in the UK, giving you local presence wherever you happen to be.

“SIP brings a host of benefits to any business operation, ultimately creating a cost effective communications service”

SIP is a very cost effective method of connection too, as you don't need as many phone lines and you can save money on monthly rental costs.

A typical ISDN2 will cost around £25 per month, with SIP that reduces

to around £5 per month, so over a two year period it can save around £475 per ISDN2 on rental alone and in the event that your business needs to relocate in an emergency, your SIP can easily be redirected to provide continuity of service.

Another feature to consider especially if your business has two or more sites, is that if you install SIP in two or more offices, you will receive free SIP to SIP calls, perfect for companies who need regularly communicate between different locations.

SIP has had a rough ride in the past with concerns over reliability and to a certain extent these concerns were valid. However, with the fibre upgrade across Cornwall and improved service guarantees, this will significantly eliminate resilience issues and help make SIP a serious alternative.

For businesses that need flexible, cost effective connectivity and who utilise either voice, data, video or a combination of the three, SIP is now the perfect method to link your business telephone system to the wider public network and with the many benefits on offer, it helps make good logical business sense.

To find out more about SIP and how your business could benefit from the technology, call Bush Telegraph on 01872 245245. 



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

Take a fresh look... at Apprenticeships

With it becoming easier and more cost effective than ever to hire apprentices, Cornwall College Business can provide the answers to your staffing challenges

Recent research has shown that 50% of Cornish businesses are considering taking on an apprentice with Cornwall College Business (CCB) in 2012.* More and more businesses are taking advantage of this cost-effective way to fill a skills gap or to equip existing staff with essential skills.

CCB trains apprentices in many different business sectors and job roles; from management to IT, from customer service to business administration.

The combination of learning in the workplace and from industry experts within the college environment ensures that apprentices get the knowledge they need to:

- Improve their business's bottom line
- Fill a skills gap
- Keep up with the latest industry developments
- Motivate other staff

Mike Stephenson, assistant managing director from Mill Autoquip in St Austell says: "We've had apprentices for the last nine years, and many have gone on to management positions within the organisation."

From April 1 the Government will provide incentive payments of up to £2,275 for small businesses to take on an apprentice. Dr Adam Marshall, from the British Chambers of Commerce said: "Smaller companies often shy away from taking on apprentices... by reducing red tape, and incentivising firms to take the plunge, the government is offering real help."

As the largest provider of apprenticeships in the south west, CCB makes apprenticeships straightforward and hassle free. CCB work with businesses to identify their training requirements, assist with recruitment, secure funding, provide a dedicated liaison officer and complete all the necessary paperwork.

Why take a fresh look?

- 50% of Cornish businesses are considering apprenticeship training this year
- From April 1 incentive payments of up to £2,750 will be introduced
- Apprenticeships are open to anyone over the age of 16 – there is no upper age limit
- You can train existing employees using an apprenticeship programme
- CCB provide complete support to make the process easy

Register now for funding updates at www.ccb.cornwall.ac.uk or call 0800 731 7594 and a business advisor will contact you to arrange a meeting. ▶

*PFA research Jan 2012

TAKE A FRESH LOOK... AT APPRENTICESHIPS

50% of Cornish businesses are considering taking on an apprentice with CCB this year.*

Apprenticeships are a cost effective way to train existing and new staff in the essential skills your business needs.

From 1st April 2012 small businesses will be able to claim up to £2,275 for each apprentice they employ. CCB has trained more than 5,500 apprentices in 2,500 Cornish businesses over the last 3 years. Contact us to find out how easy hiring fresh, new talent can be.

*PFA research Jan 2012

Register now for funding updates:
T: 0800 731 7594
E: enquiries@ccb.cornwall.ac.uk
W: www.ccb@cornwall.ac.uk

Charity by Statute



PERFORMANCE
THROUGH PEOPLE

BUSINESS

NEW
INCENTIVES FOR
SMALL BUSINESSES



Targeting trends

Unlocking Potential explores the trends that could affect your business in 2012

Every business leader has heard the adage 'make time to work on your business, not in your business' but as every business leader knows, this in itself can pose a challenge. Entrepreneurs who successfully find the balance reap the benefits including increased productivity, business growth and clear vision and strategy.

Nick Hurst, director at Burts Chips, who spoke at one of the recent Unlocking Potential launch events, explains: "I think it's very important we all take the time to look at our business from the outside in, and ask are we going in the right direction?"

"Question yourself about what you're doing, your products, your pricing, your markets, just have a good hard look at it, and don't forget to look at the financials."

Working on your business, together
Launched in November 2011, Unlocking Potential delivers inspiring events and facilitated workshops for entrepreneurial business owners. Participants tackle and overcome business challenges and achieve their business goals in a peer-to-peer learning environment with access to specialists sourced for their knowledge, experience and credibility in the field.

Unlocking Potential director Mark Smith says: "Businesses of any size, who are growing, or have the ambition to develop will face challenges.

"Whether it's doing things for the first time, finding new customers, maintaining



Nick Hurst

quality while growing, setting the future direction of your business or any number of other hurdles, as a business leader you may feel like you're the only person in that position.

"But we know that isn't the case. Businesses share these challenges, sometimes with other organisations that on the surface, seem to have very little in common or are traditionally viewed as competitors.

"For example, businesses that are looking to operate out of Cornwall for the first time will all come face to face with similar challenges and opportunities. By working together while they go through this process, and maybe with a little help from an expert funded by Unlocking Potential, this group will learn together and progress quicker than if they were operating alone. We saw this in practice at our first Enterprise Heroes event."

Cornish businesses, who range in size and stage from a start-up to £5 million turnover, discussed shared challenges with Laura Tennison MBE, MD of JoJo Maman Bébé (which has a turnover of £27 million). Although they appear different on the surface in terms of size, stage and sector, their common goals and approach mean they share challenges and issues.

Global trends, local impact

The challenges you face this year will be influenced by the stage your business is at, your aspiration and also the external environment.

Trends we think businesses in the county should be aware of if they want to get ahead of the curve are:

Word of mouse

That social media presents a huge business opportunity is undeniable, explains web fanatic and enterprise champion, Shaa Wasmund.



Mark Smith with Unlocking Potential's Allyson Glover

"More than half of UK businesses are using social media to communicate with their customers, and 'word of mouse' is increasingly complementing traditional promotional techniques, allowing businesses to reach new customers in wider markets."

The businesses who are utilising social media are doing so because they understand these opportunities, and have evaluated the value social media can add to their activities. The recent survey 'WSI Internet marketing Trends Report for 2011' uncovers statistics which "businesses ignore at their peril":

- This year more than half of all internet users (52.6%) in the UK will be using one or more of the social networks.
- 69% of UK social network users said that they use the social networking sites several times or at least once each day.
- UK internet users are interested in engaging with entertainment, film, music, clothing, food and drink, sports, retail, leisure, travel, technology and cosmetics brands via social media.
- Users who follow brands do so for discounts and special offers, to receive news and because of their brand loyalty.
- Businesses use social media for brand building, to drive traffic to their website and for lead generation.

And the social benefits of online networks not only allow businesses to connect with their customers, it also provides a way for entrepreneurs to connect with each other too. Online networks offer a source of knowledge, support and companionship.

But from Shaa, a word of warning: with all these online social connections, people are starting to feel a real sense of real world loneliness.

“So, 2012 will be the year when business leaders can make the most of the opportunities social media brings, for themselves and their business, while balancing their online connections with real-life interactions.”

Be customer friendly

This year has been another turbulent time for many consumers, and according to many reports, 2012 looks set to remain stressful. Companies who understand their customers, and make things easier for them, will engender greater customer loyalty.

Convenience such as ordering online and collecting in store, extended hours to accommodate longer working days, mobile commerce and other models that can be employed to make life easier for your customers will give your business the edge over competitors. Knowing your market is key, as is recognising opportunities that may exist by putting customers needs at the centre of your thinking.

Tap into this trend now and reap the combined benefits of winning new customers and creating loyalty for your brand.

Ethics in the workplace

With the revelations in 2011 which included financial mismanagement and phone hacking in the media, we could all be forgiven for thinking that ethics in business is dead. But a recent poll by monster.com shows the opposite is in fact true.

83% of respondents in the UK said they would not engage in unethical behaviour despite the professional and personal pressures the current economic climate can create. This shows how employees have maintained their trust and honesty, but what can business leaders do to maintain this in their organisation?



Employee engagement is key, creating an environment where your team respects, values and supports one another, as is leading by example.

Of course, these steps also come with the added benefit of a motivated team, who are valued, performing and above all, satisfied.

“2012 will be the year when business leaders can make the most of the opportunities social media brings”

Looking further afield

Ask yourself this: where are my customers from? Now ask yourself: have I tapped into all my potential customers? And finally: what impact will the pursuit of these customers have on my business?

As the world is becoming smaller thanks to advances in online communication tools, distribution networks and ever-growing transport infrastructure, niches are becoming larger (again thanks to the connective power of the internet). Can you afford to ignore the customer base that lives outside of your current trading region?

With markets fluctuating across the world, affecting individual businesses, sectors and whole economies, the maxim ‘Don’t put all your eggs in one basket’ has never been truer. And when you consider the continued and powerful growth of the BRIC (Brazil, Russia, India and China) economies, 2012 is really the year to be evaluating whether a step into new markets is the right direction for your business. At least, ask yourself the questions, you might not be able to afford to ignore the answers.

Inspiration to aspiration

If these trends resonate with you, scare you, excite you or inspire, we’re sure you’re not alone. During our Enterprise Heroes events which launched the Unlocking Potential programme, Cornish entrepreneurs shared openly and honestly what keeps them awake at night, along with their ambitions and the opportunities they want to pursue.

The Enterprise Heroes who spoke at the events, who came from across the UK as well as Cornwall, inspired the entrepreneurs in the audience. That inspiration has led to aspirational thinking.

The next stage in the Unlocking Potential programme is to work with these entrepreneurs to clarify their needs with a simple diagnostic. Completing the exercise will help recognise the stage of development that the business is at and the issues, challenges and opportunities it faces. We’ll then use the results to put them in touch with like-minded businesses with similar plans.

With these issues identified, Unlocking Potential can start supporting the group as they tackle the issues identified. This support can come in many forms, from simply providing a room and learning resources to the sourcing and paying for professional help or a service suited to the needs of each particular group.

So if you’re planning to put some time on, and not just in, the business, give us a call today. We will get you out into an inspirational environment with some other aspirational people that will energise your business for 2012.

As Lord Digby Jones said in his Christmas message for Cornish entrepreneurs: “These are difficult times, but the winner will be the person who has the courage to drive their business forward”. ▶

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

Face to Face

In conversation with Nigel Ashcroft – programme director of Superfast Cornwall

Nigel Ashcroft – Superfast Cornwall

Nigel Ashcroft has had a key role to play in the development of Cornwall's broadband infrastructure. As head of the actnow project in 2001, he helped lead thousands of businesses in the Duchy out of the connectivity wilderness.

Backed by Objective One funding, actnow was widely proclaimed a huge success. It is only part of the story, however, as now Cornwall is well on its way to boasting some of the fastest internet speeds in Europe.

Ashcroft, who is once again at the forefront of this digital revolution as head of Cornwall Development Company's Superfast Cornwall project, explains just what the next chapter is likely to have in store for the local commercial landscape.

Business Cornwall: You have enjoyed an illustrious IT career in Cornwall. How did it all begin?

Nigel Ashcroft: I was born in Yorkshire and started my career with General Foods and Debenhams. Following a move into the public sector I set up one of the first Information Technology training centres in the country, based in Somerset and then moved to management roles in Devon and Cornwall Councils.

As head of enterprise for Cornwall Enterprise and in partnership with BT, I set up the actnow project back in 2001 which was the first public private broadband partnership in the UK.

BC: That was quite a watershed time for Cornwall.

NA: It certainly was. This was a time when there was no broadband and the community in Cornwall & Isles of Scilly were using a dial up connection. There was no Facebook, Twitter or YouTube and the main form of business communication was fax.

By the end of the project in 2007, 10,000 businesses in Cornwall & Isles of Scilly were connected to broadband.

BC: So what next?

NA: We knew we couldn't rest on our laurels. We researched what was happening globally to analyse what the future held, looking at places like South Korea,

Singapore and the US and set out a vision for the future – continued investment in broadband infrastructure to keep Cornwall & Isles of Scilly ahead. I am passionate about enabling every member of society to benefit from the technology – from school children to the elderly.

BC: And then came the first stirrings of superfast broadband?

NA: Yes. Cornwall Council had the foresight to recognise the importance of first class connectivity and this allowed us to get a head start on other areas of the UK.

As part of the EU Convergence programme we managed to secure up to £53.5m from the from the European Regional Development Fund. Then we tendered for a private sector partner to build and run the superfast broadband network. BT were successful and are investing up to £78.5m.

In September 2010 we launched Superfast Cornwall – a £132 million next generation broadband programme for Cornwall & Isles of Scilly and I now lead the team within Cornwall Development Company who manage the delivery of the programme.

BC: So what will Superfast Cornwall give us?

NA: The programme aims to bring superfast fibre broadband to at least 80% of businesses and homes across Cornwall & Isles of Scilly, offering speeds of up to 100Mbps. We are aiming to bring faster

broadband for everyone else through alternative technologies.

BC: But what does this actually mean for businesses in Cornwall?

NA: This will make Cornwall and Isles of Scilly one of the best connected places in the world. The impact on the local economy will be significant. Businesses will find it easier to innovate, improve their productivity and efficiency, provide better service to customers and compete more effectively as a result.

Our most innovative businesses will be able to become producers rather than consumers of new content and applications. This will drive growth and economic regeneration across the region. Our goal is to connect 10,000 businesses to superfast broadband, creating 4,000 new jobs and safeguard 2,000 more.

BC: Quite a lofty ambition?

NA: Yes, but it's important that we set our sights high. We are aiming to see a level of business take up in Cornwall within a timescale that will itself set a new world record. So we are working hard to communicate the benefits to businesses and raise awareness of the amazing potential of superfast broadband, allowing businesses to do things in new and different ways. This will put our business community at an incredible competitive advantage.

BC: So what's the current state of play? What do you have to do to connect?





“We are aiming to see a level of business take up in Cornwall within a timescale that will itself set a new world record”

“This is Europe’s single largest investment in superfast broadband infrastructure”

NA: Superfast broadband is currently being rolled out across Cornwall. There is a map on our website, www.superfastcornwall.org to see when it’s coming to your area and then you can check your number to see if you can get it straightaway.

Then you can order through a number of Internet Service Providers which are listed on the website – it’s just like normal broadband, you shop around and find the best deal for you. The prices are really affordable and start from as little as £18 for households and £30 for a business class service. For most businesses is a ‘no-brainer’ compared to the benefit of a faster more reliable, consistent connection.

If superfast broadband is not available to you yet, you can sign up for our e-newsletter with the ‘Keep me in the Loop’ button on the website, and we will email you as soon as your area is upgraded.

BC: What can superfast broadband do for businesses? Is it bigger businesses that stand to gain most?

NA: No, this is for businesses of every size, from the self employed people working from home right up to the very largest employers. It will open up incredible new opportunities and give all of our businesses a real competitive advantage.

Who hasn’t been at work, twiddling their thumbs waiting for a file to send or for web pages to load... faster connection speeds will make businesses more productive. It frees up time for people to think about moving their business forward and to enjoy a better quality of life, getting more done in less time!

BC: Are the advantages simply about speed?

NA: No – fibre optic broadband is also much more reliable and consistent. Some suppliers offer business packages with a minimum guaranteed throughput. Having a speed that doesn’t drop at certain points in the day or when more than one person is connected is critical.

There is also a whole new world of web applications, hosted in what is known as ‘the cloud’, which gives small businesses access to the best business software at a fraction of the cost, things ranging from webmail to CRM databases and instant data back ups.

One of the biggest benefits is the ability to work flexibly, as the use of virtual private networks and video conferencing enables people to work remotely from anywhere connected. Money and time is saved as well as helping the environment through

reduced travel to the office and for face-to-face meetings.

BC: You mention flexible working – what benefits does this bring to companies?

NA: In 2009, actnow carried out an innovative project to assess the business benefits of flexible working. 78% of employers found they increased productivity, 76% benefited from savings in fuel and 71% improved customer service.

The findings show that virtually every participating company in the survey gained a competitive advantage when employees worked flexibly. And it’s not just employers; 93% of employees also felt they worked more effectively being given the option of flexible working. Work life balance improves which leads to reduced sickness and increased staff retention.

BC: How have businesses that have already connected found superfast?

NA: There are some lovely stories of businesses that have connected already and seen amazing benefits that they had never anticipated – the success stories are on our website to inspire others!

BC: In what way is this any different to what’s happening elsewhere in the UK?

NA: In Cornwall and the Isles of Scilly, we’ve been able to combine the weight of the EU’s European Regional Development Fund contribution with that of the private and public sector to get a ‘once in a lifetime’ level of investment that is unprecedented anywhere in Europe. In fact, this is Europe’s single largest investment in superfast broadband infrastructure.



But while some five million premises across the UK are already covered by superfast broadband, it is envisaged that fibre optic broadband will only reach some two thirds of all premises in the UK through current commercial roll-out plans, and that wouldn't have included an awful lot of Cornwall!

Here in Cornwall and the Isles of Scilly, we are developing a countywide superfast broadband infrastructure. There will also be more of the most future proof 'Fibre to the Premises' technology – tens of thousands of superfast broadband connections will be provided in this way. This is one of the very first places in the UK where this cutting edge technology will be available to this extent.

BC: Where is superfast broadband already available?

NA: The rollout started in early 2011, in eight pilot areas – Chacewater/ Blackwater, Devoran, Leedstown, Par, Portreath, Stenalees, St Agnes and St Day.

The first main phase of the rollout started last November, leading in the east of Cornwall with parts of Liskeard, Launceston and Bude. The 'big build', as we call it, has continued at pace across Cornwall, with parts of Truro, Falmouth, St Austell going live and Marazion in the west.

By the end of March 2012, over a third of homes and businesses will be able to connect to superfast broadband and the map on our website is kept up to date with all the latest information on the rollout.

BC: Why do some parts of an exchange area or town get upgraded before others?

NA: We get asked this question a lot and there's a simple animation on our website for people to see how it's built in a typical area. Take a look at 'See how it's built'.

The first stage of the build is the installation of 'fibre to the cabinet' or FTTC. In some areas it will also be possible to install the other type of cutting edge technology called 'fibre to the premises' or FTTP.

Another solution is needed for what we call 'exchange only' lines; that lead directly to the BT exchange building and not via a roadside cabinet.

BC: But what about those famous 'not spots', those remote areas where it won't be possible to install fibre optic?

NA: In those instances we will look to bring faster broadband through alternative

technologies such as wireless, satellite and advanced copper.

In reality, each of the technologies will become available in different areas at different times. Not all of one area will go live on the same day and not every technology will be used in each area.

BC: I guess this is a huge engineering task?

NA: Massive. It has never been attempted before on this scale in a rural location and the biggest investment in our telecoms infrastructure since it was first built 100 years ago.

A project of this magnitude can't happen overnight and it will take over three years to bring superfast broadband to all of the 250,000 premises across Cornwall and the Isles of Scilly.

But once the 'Big Build' is complete, our superfast broadband infrastructure will be amongst the very best worldwide and will last for decades to come. That's why we refer to it as broadband for our future.

We have a brilliant team in BT's local network business, Openreach, working to build the network and get customers connected. Wherever you go, look out for Openreach vans, they're everywhere!

BC: Getting back to basics for a moment, for the laymen and women among us, what exactly is superfast broadband?

NA: Superfast broadband is the new generation of broadband – much faster, more reliable and using a different technology.

Whilst the broadband that most of us have today is delivered via copper telephone



lines, superfast broadband commonly uses fibre optic cable. However, it's still relatively new and the exact definition is still evolving.

Of course it's called superfast as fibre optic broadband has the potential to deliver much faster upload and download speeds than traditional broadband – currently as high as 40Mbps or 100Mbps in some places and in the Spring speeds are expected to more than double.

Although superfast broadband is mainly associated with fibre optic, other technologies such as wireless, satellite and advanced copper solutions can also be used to deliver high speed broadband.

We will be harnessing the potential of these technologies too; to make sure that everyone in Cornwall and the Isles of Scilly can experience a step change in their broadband speeds by 2014.



“I think I’d rather use the word ‘test bed’ than guinea pig!”

BC: And how does fibre optic broadband work exactly?

NA: With copper wire, the speed of data transmission drops off quite quickly as the length of the wire increases, so that the speed of a broadband connection can vary, depending on how far away from the telephone exchange you are.

Fibre optic cable, on the other hand, uses fibres made of glass to transmit light signals. Each fibre is a little thicker than a hair and can transmit phenomenal amounts of data over huge distances.

The exact internet speeds homes and businesses will be able to get will depend on how they are connected to superfast broadband. There are two main methods, ‘fibre to the cabinet’ (FTTC) and ‘fibre to the premises’ (FTTP).

FTTC is where the fibre connection is from the exchange to the street side cabinet with the remainder of the connection being over copper.

FTTC provides download speeds of up to 40Mbps and upload speeds of up to 10Mbps. Technical improvements should

see these headline speeds roughly double during 2012.

FTTP is where the fibre connection runs all the way from the exchange to the customers’ premises. This technology provides download speeds of up to 110Mbps and upload speeds of up to 30Mbps. From next spring FTTP download speeds will be boosted to up to 300Mbps.

BC: You claim you will be bringing fibre broadband to about 80% of premises in Cornwall, but what about the other 20%? Are we then into these ‘alternative technologies’ you talk about?

NA: We currently estimate that a fibre optic solution will not be viable for around 20% for a number of different reasons. We are working hard to bring fibre to as many people as possible but where it cannot be made available, yes, we are aiming to develop solutions to bring faster broadband through alternative technologies by 2014. Some of these solutions may involve innovative trials never before undertaken in the UK.

BC: So Cornwall is being used as a kind of guinea pig then?

NA: Yes – but I think I’d rather use the word ‘test bed’ rather than guinea pig!

Some of these technologies we need are so cutting edge that they are only just becoming available. But as always, technology is moving forward at a pace and we’re already seeing things tested that we thought would not be possible even a year ago.

For instance, Everything Everywhere and BT have chosen Cornwall to test next generation 4G wireless broadband to customers in the St Newlyn East area. The trial is the first of its kind in the UK, with the two companies sharing their fixed telecommunications and mobile technology to provide high speed wireless broadband to customers in a very rural area. The thinking is, if it’s possible here, it can be done anywhere.

Not wishing to sound too geeky, but this is pretty exciting stuff and Cornwall should be proud!

BC: And are you proud with how things are progressing? Is the programme on schedule?

NA: It’s going brilliantly! We’re ahead of schedule and the enthusiasm from local people has been fantastic. Take up in the pilot areas is more than double that seen in other parts of the country and it’s wonderful to be part of it.

BC: What’s the secret of your success then?

NA: I’d say it’s a culture of working collaboratively. When we set up this public private partnership, we set ourselves shared goals that would create a win-win situation for all our partners. We created a shared workspace in inspirational surroundings at the Pool Innovation Centre for the BT and Cornwall Development Company team to work together. We consciously set out to create a positive, small business like culture, to be fleet of foot and overcome hurdles to make things happen.

The icing on the cake was being recognised as Best Project at the World Communications Awards 2011. The judges credited the partnership as a good example of a private company partnering with the public sector to create “Europe’s most ambitious rural deployment of super-fast broadband!

This is about the future of Cornish business and we’re all very proud and terribly excited! Superfast broadband will transform the local economy and change the way people in Cornwall and Isles of Scilly live, work and play. 





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

PRINCE CHARLES HOUSE

Ocean Housing's state of the art, energy efficient building complete with 50KW solar PV system



Solen Energy UK was responsible for the complete design, supply and install of the roof mounted system, from concept to completion.

All tenants will benefit from reduced energy bills whilst Ocean Housing Group receives a **minimum 10% annual return on investment.**

Solar PV is the future for anyone seeking a solution to ever rising energy prices.

Contact Solen Energy UK today.



Cornwall: **01726 862 470**
Liverpool : **0151 448 9662**
sales@solenenergyuk.co.uk
www.solenenergyuk.co.uk



MailAway

Simple. Reliable. Enjoyable.



Accelerate your sales with email marketing

Free mobile email template upgrade when you sign up to MailAway in Feb 2012

With the growth of smartphone usage, more and more of us are checking emails on the move. Make sure you catch your customers while you can.

Quote **'GET MOBILE'** to get moving

Get mobile with your email marketing, contact us today.

mail-away.co.uk

0845 241 4620

10B Falmouth Business Park, Falmouth, TR11 4SZ

**Worth £100. Offer expires 29th February 2012.
Not to be used in conjunction with any other offer.
For new clients only*

A collaborative

Business leaders and owners from across Cornwall gathered in Newquay last month at a packed conference aimed at boosting the economy through collaboration

“If you want to go fast, go alone. If you want to go far, go with a group.”

That was one of the key messages to come out of the Collaborate Cornwall Conference 2012, organised by YTKO on behalf of the Convergence-funded Partner to Succeed programme.

Delegates at a packed Lighthouse Cinema heard how collaboration offers real benefits, particularly in a business landscape like Cornwall's.

Addressing the conference, Cornwall Council chief executive Kevin Lavery said: “While Cornwall has done very well over the last 15 years, times are much more challenging now.

“Our economy is dominated by small businesses that do well but by working together across all sectors a great deal more can be achieved.”

Delegates attended workshops on collaboration for sales growth, resource efficiency and capacity management, reflecting the content of collaboration clubs that are run by the organisation year-round in an effort to help businesses get the most out of working together.

Keynote speaker Nick Jankel, founder of WECREATE, told delegates that

working with other businesses signals a willingness to make true progress.

“If you have the ambition you have to collaborate – or to put it another way, if you don't think you need to collaborate then you don't have enough ambition,” he said. “We're trained to compete but we're born to collaborate.”

Responding to the notion that collaboration can be risky, Jankel said that holding onto old ideas is “far more dangerous than embracing new ones”.

“Our economy is dominated by small businesses that do well but by working together across all sectors a great deal more can be achieved”

Jankel also spoke passionately about the role that technology is playing in the collaborative revolution. “In the last 24 hours, 1 billion pieces of content have been added to Facebook, 70,000 hours of YouTube videos have been uploaded, 3 billion YouTube videos have been viewed, 500 million Skype calls have been made, 100,000 new internet users have gone online, 300 billion emails



Kevin Lavery

have been sent and 16 billion SMS messages have been sent,” he said.

“So what? Well, I believe it's a revolution. I believe it's been a revolution for the past 15 years and we're only just starting to see some of the fruits of that revolution. I believe that the revolution we're going through at the moment will have a longer term and far wider impact than the political revolutions that shook the world from the 1780s and onwards.

“The collaborative economy is not something that is a fad, it's not here for a few years and then going to go away – it's a long term movement in how we structure our society and therefore our businesses and organisations.”

Fellow speaker Roland Harwood, co-founder of open innovation agency 100% Open, said that businesses in the county are in prime position to make the most of collaboration. “One of the strengths of the Cornish economy is that it's a small business economy,” he said. “We're talking today about the 21st Century being all about networks and collaboration. Cornwall is very well placed, because of its business make-up, to embrace that wholeheartedly.”

Harwood added that collaboration is something that businesses of any size can achieve if the people behind them have the required drive. “It's about being visible, whether that's embracing social



revolution



Nick Jankel

media, coming to events like this, having lots of conversations,” he said.

“Nick Jankel talked today about how you can have an idea in the morning and how it can be a business opportunity by the evening – just go for it. Pursue lots of ideas and have a portfolio approach. Out of every 10 or 100 ideas only one might make it to market but you need to keep trying.”

Delegates were shown case studies of how many businesses have already benefitted from working together to achieve better productivity, access to new markets and development of new products, among other benefits.

One such example was the partnership between underground mine surveying company 3DMSi and computer generated imagery specialist TigerX. The two combined to create to make the 3D modelling of survey data a visually enhanced and more user-friendly product. Delegates, supplied with special glasses by the cinema, were treated to a stunning 3D video that showcased an example of the kind of output that the collaboration can achieve.

Both companies were eager to point out the role that Partner to Succeed played in helping them reach their objectives. “The Partner to Succeed project management team have seamlessly integrated themselves as temporary members of our team, utilising their experience to organise and bring together various partners across the globe,” said a 3DMSi spokesman.

“They have enabled us to create a high value business proposal within the very tight deadlines we were working in – something which would have been difficult for us to do given our available resource.”

Harwood echoed the sentiment, stating that the work that Partner to Succeed has put in is starting to show thorough. “It’s really nice to be back here at the Partner to Succeed conference,” he said. “I was here last time and it really does feel like a lot has happened – for the programme, for Cornwall and globally too.”

“Out of every 10 or 100 ideas only one might make it to market but you need to keep trying”

The success of the collaboration between 3DMSi and TigerX has fuelled a desire to continue working together, with both businesses exploring further opportunities for the dataset their previous work produced. Potential areas of interest for the future include the application of the ‘virtual world’ to health and safety training.

The message throughout the day was that collaboration can play a central role in allowing businesses across the county to open up new opportunities and reach new heights together by sharing costs and increasing their knowledge base.



Roland Harwood

It’s a point that Jankel was especially keen to get through to delegates. “In this realm of networks and collaboration, IQ is not the thing that makes much difference,” he said.

“MBAs and PHDs are really not as important as what I call ‘Collaboration IQ’. It includes things like empathy, listening, being networked. It includes responsiveness to situations, resilience and a whole set of capacities that we have to develop in ourselves.” Jankel summed up the theme of the conference by drawing on an old African proverb: “If you want to go fast go alone. If you want to go far go with a group.”

Carleen Kelemen, director of the Convergence Partnership Office for Cornwall and the Isles of Scilly, closed the conference with a speech praising both the county’s business people and the success of the conference itself.

She told delegates: “Every so often in the Convergence programmes a project emerges of such importance to the emerging new economy that its impact literally dazzles you.

“And so it was with YTKO’s Partner To Succeed conference – bright and ambitious businesses collaborating to create new products and services with breathtaking possibilities on a global scale. The 3D tour of mines and their structures developed by 3DMSi and TigerX should be shown across cinemas in Cornwall to inspire young people in exploring engineering and digital skills.”

Business Collaboration Networks Partner to Succeed

Working with business from Cornwall and the Isles of Scilly



Tel: 01872 613000
Email: info@partnertosucceed.co.uk
Web: www.partnertosucceed.co.uk

ConnectedCornwall

Major networking events in Fraddon and Newquay lead the way in this month's picture spread

The 2012 networking diary kicked off in fine style, with two major business networking events drawing rave reviews.

South west firm of accountants Bishop Fleming hosted a packed event at Kingsley Village, focusing on funding alternatives to the high street banks.

The content-rich seminars gave delegates plenty of food for thought, with presentations from funding and business support organisations, including providers of grants, loans, equity investment, and asset-backed lending.

If you missed the event, it is still possible to listen to full review on the audio blogs section on the homepage of our website – businesscornwall.co.uk.

Meanwhile, Newquay's recently opened Lighthouse Cinema was the venue for Collaborate Cornwall 2012. Again, it proved to be a hugely successful event, with some delegates proclaiming that it had been the best conference they had ever attended. For a full review of the day, turn to page 28.

Also this month we have pictures from the Pavilion Centre at the Royal Cornwall Showground, Wadebridge, and the 2011 Cornwall Sustainability Awards.

Compared by TV presenter, Dick Strawbridge, Newquay-based Hendra Holiday Park picked up the winner of winners award at the ceremony after being named Best Large Managed Company.

Other winners on the day included Truro-based Laurence Associates (Best

Small Managed Company), Pensilva Dairy (Best Medium Managed Company), Par Waste Water Treatment Works (Low Carbon Business), Blades (Products and Services), Mod Le Froy of Global Boarders (Best Individual).

Coastline Housing in Camborne and Truro-based Event Cornwall shared the Healthy Workplace award, while the remaining green gongs went to Brambles Nursery and Childrens' Centre in St Just (New Build), Penwith Housing Association (Retro-fit) and Woodland Valley (Alan Smith Business Award for Continuous Commitment).

Finally, cameras were also at the latest Senior Executives Forum, hosted by Cornwall College Business at the Alverton Manor. ▶

Collaborate Cornwall 2012



All captions L-R 1 Robert Rush (PFA Research) and Richard Glover (Cornwall Chamber) 2 Kevin Lavery (Cornwall Council) and Peter White (YTKO) 3 Neil Roach (Partner to Succeed) 4 Becky Palmer (Outset Cornwall) and Charlotte Cade (Low Carbon Futures) 5 Mark Grice (Redfuse Internet) 6 Networking in full swing

Senior Executives' Forum



1 Fiona Westaway, Dave Linnell and Graham Lovering 2 Sally-Jane Coode, Thelma Sorenson, Carleen Kelemen and Peter Harding
3 Beverley Warne, David Pooley, Nick McBreen and Ron Champion

Bishop Fleming briefing



1 Philip Tellwright (SWAIN) 2 Ewan McClymont (Bishop Fleming) 3 Bruce Pedrick (Lloyds TSB) and Martin Pascoe (Spinnaker International)
4 Lucy Jewson (Frugi) and Eric Nichols (Spiral Construction) 5 Dave Cockwell (Cockwells) and Allyson Glover (Unlocking Cornwall Potential)
6 Bernard Curren (Pool Innovation Centre)

Cornwall Sustainability Awards



1 Winner of winners, John Hyatt and Will Dexter (both Hendra Holiday Park) 2 Angela Warwick, Christie Oliver and Lisa Solly (all from Situ8)
3 Dick Strawbridge, Carolyn Rule (Cornwall Council) and Mark Smith (Unlocking Potential)

Finance

Ignition Credit

We provide fantastic low HP & Leasing rates to Business & Private customers purchasing all types of new & used assets, including vehicles, plant, machinery, IT & catering equipment & more. Call us now for a quote & slick no hassle service, with quick decisions, usually the same day!



T: 01872 272900
E: info@ignitioncredit.co.uk
W: ignitioncredit.co.uk

Creative & IT

Cornwall Design Directory

Looking for a designer? The Cornwall Design Directory showcases the very best of Cornish design talent, enabling businesses to access the design services they need. It encompasses all disciplines of design, including graphic, web, brand, interiors, landscape, architecture, and fashion design, plus marketing and PR.



E: kathryn@cornwalldesignforum.co.uk
W: cornwalldesigndirectory.co.uk

Food & Drink

Soup Fairies

A Camborne based catering business providing freshly prepared, imaginative, colourful and delicious homemade food including sandwiches, salads, soups and cakes. Vegetarian food a speciality. We cater for meetings, training events, afternoon teas, weddings, parties and funerals. For sample menus visit our website.



T: 07527 526160
E: soupfairies@yahoo.co.uk
W: soupfairies.co.uk

Advertise here for as little as £40 a month

Tel: 01209 718688

Bishop Fleming

Bishop Fleming is one of the South West's largest and fastest growing accountancy firms, with offices stretching from Truro to Worcester. In addition to audit and accounts, our specialist teams offer a wide range of services including tax, VAT, wealth management, corporate finance, business recovery, payroll, forensic, and grant advice.



T: 01872 275651
W: bishopfleming.co.uk

Datasharp

Datasharp is Cornwall's largest independent provider of business telephone systems, networked copiers and document solutions. Datasharp expertly deliver unified communications, hosted telephony, fibre and superfast broadband and annually save customers over £3million on calls and lines.



T: 01872 266666
E: info@datasharp.co.uk
W: datasharp.co.uk

For the latest breaking Cornish business news go to

www.businesscornwall.co.uk

Business Services

Fridaygirl.com

Fridaygirl.com is a leading provider of outsourced business services – known for our professional, confidential service provided by a team of experienced and talented PAs. We take care of administrative tasks leaving our clients free to focus on building their businesses, with the confidence that their paperwork is in good hands.



T: 0845 644 4384
E: clare@fridaygirl.com
W: fridaygirl.com

Legal

Coodes Solicitors

Your local law firm for life! Expert legal help for you, your family and your business. We offer advice on a wide range of issues including family law, divorce law, children, Wills, property law, agricultural law, personal injury, company and commercial, commercial property and employment.



T: 01726 874700
E: info@coodes.co.uk
W: coodes.co.uk

Data-Frame

Data-Frame are the UK's leading specialists in online data backup and recovery – designed especially for small and medium sized businesses.



We offer a level of personal service that is unrivalled in the industry. As well as data backup and recovery, we also help with data destruction and business continuity.

T: 08452 668 997
E: wendy@data-frame.com
W: data-frame.com

Sustainability

Solen Energy UK

Solen Energy UK, based in Cornwall and Liverpool, offers expertise and support in designing, installing and supplying solar photovoltaic systems to businesses, commercial property owners, agricultural and business property owners, as well as wholesale to installers.



T: 01726 862470
E: julie.dearden@solenenergyuk.co.uk
W: solenenergyuk.co.uk

Sapience

Sapience HR is a Human Resources specialist, providing outsourced people management services to businesses in Cornwall. We provide practical, workable advice that you can put straight to work, as well as advising on the more technical aspects of employing staff. A cost effective solution backed by our excellent service.



T: 0845 602 1453
E: sue.hook@sapiencehr.co.uk
W: sapiencehr.co.uk

Hotels

St Michael's Hotel & Spa

St Michael's Hotel & Spa in Falmouth is situated on the beautiful South Cornish coast, with stunning sea views across subtropical gardens and a sandy "Blue Flag" beach to the glittering ocean and coastline beyond. After a £4 million refurbishment by owners, Nigel & Julie Carpenter, the hotel has won many awards.



T: 01326 310018
E: info@stmichaelshotel.co.uk
W: stmichaelshotel.co.uk

Cornwall Solar Panels

Winners of best new business 2011. MCS accredited Solar installers. Our helpful site surveyors will ensure your installation suits your situation and our fully qualified, friendly tradesmen carry out installs to the highest standard. Our membership of the REAL Assurance Scheme and the Solar Trade Association shows our commitment to customer service.



T: 01872 562775
E: tony@cornwallsolarpanels.co.uk
W: cornwallsolarpanels.co.uk

Want to advertise here?

Contact Nicci on 01209 718688
nicci@businesscornwall.co.uk

For the best media coverage for Cornwall
Contact Toni on 01209 718688
toni@businesscornwall.co.uk

The

Billington

Bulletin

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



Introducing...Miss Tea



▶ Miss Tea

I can still remember when I first met Miss Tea, aka Sarah Talbot, at a networking event.

She was so unique, she was running a design company at the time but she talked endlessly about food and cooking. As someone who has instructions for boiling an egg on the fridge, I was in awe.

Two years later it was no surprise to me that Sarah started her own catering company, aptly named Miss Tea. The reason Sarah started the business is obvious: she loves food.

"I attended many events," she tells me, "and the food was always disappointing and lazy and nothing was produced with passion or imagination, then one day whilst I was out fishing I realised what I should be doing as my career."

Her voice lights up talking about the fresh ingredients in Cornwall: wild mushrooms and locally picked fruit and vegetables all adding inspiration to her mouthwatering menus. But the BEST thing about working in Cornwall? "Being able to pop out for a nice walk along the beach or the cliff paths on my lunch break".

So what is Sarah's advice to other people thinking of going it alone in 2012?

"Just DO IT!" she says. "Talk to a few key people but, ultimately, trust your gut feeling. Build a strong support network and always listen to your customers."

The best bit of advice though is "put the kettle on, switch the gloomy news off and knuckle down!"

So what does 2012 have in store for Miss Tea herself? More and more weddings, various private parties and corporate events alongside the new pop-up restaurants she is working on and a few other exciting projects in the pipeline.

And as if that isn't enough, Sarah still works for a few design clients, remaining true to her two loves in life but primarily focusing on her foodie passions.

Build a strong support network and always listen to your customers"

"I can put bread to prove at 5am then work on some new designs until the bread has risen, for now, it works really well," she explains.

God, Sarah's perfect work-balance life sounds idyllic like Little House on the Prairie! I'm seriously considering packing away my laptop, my smart phone and my high heels and getting a house near a beach where I can have a white picket fence and invest in an AGA and an apron.

Well, maybe it's a bit too much for a kitchen virgin like me, but if Sarah ever starts teaching cooking.....that is a class I will be enrolling for! ▶

Get snap happy

Budding photographers need to keep an eye out for Cornwall's very own photographic community company ShutterPod.

Co-founded by photographers Josie Purcell and Ben Ellis and launched in October last year the project runs a variety of fun photo-related events open to all, supports aspiring and established lens-based artists and works with health, social and education organisations.

Each month they meet up with different activities and photo opportunities including a portfolio review in Feb, and a visit to Tehidy Woods in March.



▶ Josie Purcell and Ben Ellis

Businesses can even give ShutterPod's creative team building days a go to bring out the inner artists and there are plans afoot for Cornwall's first ShutterPod photography festival in the autumn.

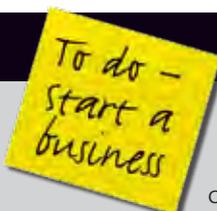
To find out more visit <http://www.shutterpod.co.uk> and get ready to get snap happy. ▶

Time to go alone?

If your New Year's resolution this year is to start a business, my advice is to check out South West Business Mentors.

It is completely complimentary and you will be assigned a mentor to help you start your business and advise on the tricky mine-fields that can occur.

There are a diverse range of mentors available so you will be assigned a specialist in an area to suit you. Mentors meet you in person to discuss your ideas and are also available via email as often as you need to help guide you.



I am extremely honoured to be one of the mentors for this company and enjoy working with some dynamic fast-thinking new businesses.

Think you're Cornwall's hottest new business? To find out more or register your interest email swmentors@aol.com ▶

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

The last word

Tony Sampson – Cornwall Solar Panels

Name: Tony Sampson
Company: Cornwall Electricians & Cornwall Solar Panels
Job title: Managing Director

What did you want to be when you were young? **A lion.**

What was your first full time job? **Washer upper at the Happy Eater.**

What is your best quality? **I'm very modest... I've got a lot to be modest about.**

What is your worst quality? **I'm a bit of a creep.**

What is your favourite book? **All I read is Business Cornwall magazine.**

What is your favourite film? **Cling.**

What is your favourite restaurant? **The Lewinnick Lodge, Newquay. The view is one of the best reasons to be in Cornwall.**

How do you like to relax? **Like this... (lies down on the floor and closes his eyes).**

If you could build a house anywhere in the world where would it be? **Some-where I can check the surf from my bed.**

If you could be a superhero, what super-powers would you like to possess? **To learn telepathy, (then I could meet Shelley's expectations).**

Who was your teenage pin up? **Kelly LeBrock (have you seen her lately though. That was a lucky escape).**

Can money buy happiness? **I buy Shelley flowers, that makes her happy.**

Most annoying TV personality? **Those pretentious gits on MasterChef.**

What has been the best moment in your career? **This.**

What has been the worst moment in your career? **Three years in to my nine year RAF career realising it's not for me.**

What do you begrudge spending money on? **Flowers.**

If you only had £1 left in the entire world, what would you spend it on? **Sweets and comics... as always.**

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

What is the most valuable lesson you have learned in life? **Don't sign up for the RAF for nine years.**

What makes you happy? **Lots of things.**

What makes you angry? **Casual racism, you know like the sort your Nan does.**

If you could invite any two people for dinner, who would they be and why would you invite them? **My Dad, he died when I was six. So can I invite my Mum and Sister too? We've got a lot to catch up on.**

What could you not live without? **Oxygen.**

Tell me a joke? **Bloke walks in to a bar with a giraffe, barman says why the long face, the bear says two pints of lager... and a packet of crisps, barman says ow... I'm not good at telling jokes.**

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

What's your favourite holiday destination? **The Maldives.**

When is honesty not always the best policy? **When you get flowers from an accident black spot.**

What's your #1 ambition? **I'd like to be able to remember the names of everyone I meet. I get so embarrassed when I can't remember a name.**

If you could be God for a day, what miracle would you perform? **I'd close all the Churches on Sundays, didn't anyone hear me I said a day of rest!**

Describe yourself in three adjectives? **Married, blonde, straight.**



Now available in parts of:

Bude - Blackwater - Bugle - Callington -

Chacewater - Crowlas - Devoran -

Dobwalls - Drakewalls - Falmouth -

Kilkampton - Lanivet - Launceston -

Leedstown - Liskeard - Ludgvan -

Luxulyan - Marazion - Marhamchurch -

North Hill - Par - Penryn - Penwithick -

Porthtowan - Portreath - Redruth -

Roche - St Agnes - St Austell - St Day -

South Tehidy - Truro

Superfast broadband has started to arrive across Cornwall with download speeds of up to 40Mbps or up to 100Mbps in some places. Superfast Cornwall is building Europe's largest rural superfast broadband network by 2014, opening up great new opportunities for businesses and home users.

Prices start from as little as £18 per month and you can choose from a number of Internet Service Providers.

**Check if you can order now...
superfastcornwall.org**



Superfast broadband... now arriving in your area



ignite 2012
Cornwall's Business
Plan Competition

**Coming
Soon**

Starting your own business?

In 2010 – Rokka Play won £100K

In 2011 – Sproggie won £100K

2012 – can you afford to miss out on this year's competition?

Ignite launching April 2012

www.ignitecornwall.com

Datasharp are a highly reliable and valued supplier of ours. After a lightning strike destroyed our communications Datasharp expertly stepped in and had us up and running in under 4 hours – now that's what we call customer service!

Tony Stearn
Retail Business Manager
St Austell Brewery

St Austell Brewery has been brewing beer and real ale in Cornwall since 1851 and runs 169 of the most popular pubs in the South West. They offer a very high level of service to their customers and as such expect nothing less from their providers. St Austell Brewery is one of thousands of customers to benefit from the award winning service Datasharp provide.

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
twitter @datasharp

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