

Business Cornwall

Issue 53

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August/September 2011



The green issue

Low carbon agenda in focus

Also

- ▶ Business Clinic
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Commentary

Green issues

Not so long ago, planet friendly green policies were treated with widespread scepticism. Not any longer.

With the rising price of energy and increasing amounts of green legislation, businesses can no longer afford to turn a blind eye.

It is an issue that everyone is taking seriously. And just how it is likely to affect businesses in Cornwall is the theme for a major conference this autumn at The Eden Project – Carbon Matters, It's No Longer Business As Usual.

Challenge or opportunity? Probably both, and on a number of levels. While energy saving policies can add to the bottom line, they can also help win lucrative contracts, with big businesses and the public sector increasingly adopting green procurement policies. Turn to page 18 to find out more.

While conserving energy is a topic we talk about in this month's **Business Cornwall**, so is producing it in a renewable way.

Cornwall's renewable energy sector was up for discussion during the Bishop Fleming Debate, on page 22. Cornwall has an abundance of natural resources – wind, wave, sun, hot rocks – that must give it a tremendous opportunity for being a UK leader in the sector.

A distinguished panel discuss the opportunities for Cornwall, but a common theme to crop up was the Government's apparent inconsistency in its message and the impact likely to be felt as a result of its controversial review of the Feed in Tariff.

When the tariff was originally unveiled last year, a £1 billion solar gold rush was predicted for Cornwall.



That, however, now seems a highly unlikely to happen.

While **Business Cornwall** magazine takes a short break for the summer, there's no rest for our expanding website. So for all the very latest Cornish business news updated daily, be sure to visit businesscornwall.co.uk

Nick Eyrie

Digestgeneral

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www.cornwallchamber.co.uk

Step closer for Camborne BID

For business sake, clean up and take a pride in your town – that was the message from a recent survey of Camborne businesses conducted by the steering group of the proposed Camborne Business Improvement District (BID).

Camborne is looking to follow in the footsteps of Truro, Falmouth and, most recently, Newquay, in forming a BID – a business-led and business-funded body aimed at improving a defined commercial area.

From car parking issues to development of empty shops and initiatives for the young, the survey responses threw up a wide range of suggestions to improve Camborne's town centre.

A ballot of town centre businesses will be held in February, and if a majority vote yes to the idea every business will be required to pay the proposed 2% levy on their business rates to establish the BID's working capital of nearly £600k over five years.

Alan Honeybone of Specsavers is in favour of the plans. He said: "Customer



► Camborne: Cornwall's fourth BID?

expectations are higher than ever, it really is time that we all pulled together for the collective good of business in Camborne.

"The proposed BID is one way of getting ourselves a 'kitty' for all of those things that we can neither individually afford nor expect the Council to deal with as an extra in these austere times. The BID is not a threat; it is an opportunity for collective thinking and collective action on things that matter to all of us."

Nominations open on Hub Awards

Entries are now open for the 2011 Hub Awards.

Now in their seventh year, the awards recognise the achievements of young entrepreneurs, business people and green conscience companies across Cornwall.

People can now enter or nominate in the following categories: Employee of the Year (must be under 30); Best Business Start Up; Young Entrepreneur of the Year (must be under 30); Green Business of the Year.

Visit www.cornwallhub.co.uk for more information about the awards and to download an application or nomination form.

Tickets for the awards, which will take place on Thursday November 24, will go on sale soon.

Air Southwest grounded for last time



► Air Southwest: End of the runway

Newquay Airport has been delivered a blow with the news that its biggest commercial flight operator is closing down.

The airline's owner, Eastern Airways, delivered the bitter news last month, after conducting an extensive review of operations.

The last Air Southwest flights to Glasgow, Guernsey, Jersey and Manchester will depart on September 14, while its remaining Newquay routes to Aberdeen, Bristol, Cork, Dublin and Leeds Bradford will end on September 30.

Its London Gatwick route was shelved at the beginning of February.

It marks the conclusion of an inglorious tenureship. Eastern Airways only acquired Air Southwest last autumn, but in a statement said that "forward bookings are significantly lower than required and the level of demand is not financially viable".

The airport's MD Al Titterington said: "This decision is obviously disappointing for Newquay Cornwall Airport and the Cornish economy. The timing of this news is particularly difficult as airlines have already finalised their existing flight schedules."

"We are currently working with a number of alternative airlines to find replacement services and are confident that these will prove successful in the future, although it is inevitable that there will be a break in some services."

Chris Ridgers, Cornwall Council cabinet member for economy and regeneration, added: "The decision by Air Southwest is disappointing but we will continue to work with other airlines to maintain a variety of destinations from Newquay Cornwall Airport."

And local MP Stephen Gilbert said: "This is a blow for both the economy of Cornwall and Plymouth and also for the people working for the airline who will be facing an uncertain future."

"Before being a candidate for Parliament I worked with Air Southwest and am personally saddened to see the business end this way." ◉

Chamber changes

The Cornwall Chamber of Commerce has taken its final step to becoming a fully-accredited member of the national chamber network.

At a special meeting following last month's chamber breakfast, members voted to change the constitution, which will see it have a smaller board of six directors and a chief executive, and a separate council, to promote members' opinions.

Chief executive Richard Glover said it was the conclusion to a long process of improvement. He commented: "We have been an active member of the British Chambers of Commerce for some time but their criteria for full membership provide a lengthy list of requirements to be fulfilled.

"We have been working on those for the past three years and I think the improvement to our services is evident. The last item on that list called for a change of governance structure to bring us into line with other regional chambers, so today's decision completes our work." ◉

Leadership funding

Up to £1k of matched funding is being offered to local business leaders looking to fuel growth.

The funding, from the Leadership and Management Advisory Service, is being made available to support businesses and social enterprises in the south west who have from 2 to 249 staff and the potential for high or fast growth.

Matched funding can be accessed by MDs and owner managers to help develop leadership and management skills.

The service from Skills South East, includes training needs analysis from an experienced management adviser who helps the MD or company owner identify the training and development requirements.

Dave Rowland, chief executive of Skills South East, explained: "The importance of securing competitive advantage in the UK and abroad will be critical over the next year. The search for differentiation in business, and for products and services which meet changing consumer needs will continue across every sector."

Tel: 0845 026 4298 ◉



UCP celebration

Some of Cornwall's most talented graduates working in local businesses were recognised last month at the annual Unlocking Cornish Potential (UCP) awards ceremony in St Austell.

More than 150 people from the Cornish business community attended the event at The Keay Theatre, including Council chief executive Kevin Lavery and the director of the Convergence Partnership Office, Carleen Kelemen.

She paid tribute to the contribution that the UCP scheme has made to the local economy and said: "Under the clouds of public sector cuts, declining consumer spending and media scandal, shines a beacon of excellence which is Unlocking Cornish Potential."

UCP award winners 2011

Best Marketing Strategy: Lucy Craven (Cornish Orchards); Contribution to Business Growth: Jakki Magowan (Matthew Stevens & Son); Excellence in Project Management: Sarah Wooding (ShelterBox); Contribution to Business Improvement: Andy Nicholas (PSG Cornwall); Best Use of ICT: Steve Jenkin (SouthwestCRM).



► UCP Awards: Celebration

Contribution to Environmental Sustainability: Amy Hurst (The Hotel and Extreme Academy); Contribution to the Knowledge Economy through Innovation: Marcus Hold (Engineered Arts Ltd); Catalyst to Business Growth: Cherish Maxwell (Cornish Crabbers); Individual Achievement Award: Antony Best (Eddie Jewell Acoustics); Creative Enterprise Cornwall (CEC) project: Freya Morgan (Little Egret Press). ◊

Prince praises CHSW efforts

Prince Charles was in Cornwall last month and heard about some of the fundraising efforts for Children's Hospice South West (CHSW).

The Duke of Cornwall was invited to Dairy Crest in Davidstow to open its environmentally friendly biomass boilers and start the production of the Davidstow Diamond Jubilee Cheddar.

Whilst there he met with Emma Lloyd, CHSW's head of fundraising (west), who commented: "It was a real honour to speak to Prince Charles about Children's Hospice South West.

"He said he felt it was very important for companies to have a positive impact on their local communities, and the wonderful £15k raised by Dairy Crest to help complete Little Harbour was a great example of that.

"We really couldn't have got this far without the marvellous support of local people, groups, and companies like Dairy Crest. When it opens, Little Harbour will be something very special we can all be extremely proud of." ◊

Chamber welcomes rates plans

The recent announcement over the localisation of business rates has been broadly welcomed by the British Chambers of Commerce (BCC).

Director General David Frost called the Government's plans to allow councils to retain business rates a "step in the right direction".

He said: "Giving councils the freedom to lower rates will help them attract thriving businesses to their areas, which in turn will boost enterprise and growth."

Richard Glover, chief executive of Cornwall Chamber, added: "If this offers an incentive to all local authorities to support investment in growing business, wealth and jobs then it could well be a good thing – provided it isn't seen as a way of offsetting general taxation through council tax.

"There are some interesting ideas around for how Cornwall might use increased investment and this proposal could further strengthen private sector involvement in those plans." ◊

BIH targets St Erth

British International Helicopters (BIH) has published plans to establish a new base in St Erth.

With an agreement in place to sell its Penzance heliport site to Sainsbury's, and hopes to switch to Land's End airport

Briefs

Top PIC: The Camborne branch of AC 1 Recruitment has relocated to the Pool Innovation Centre. Managing director Tony Cousins explained: "The Pool Innovation Centre is an ideal location and just reaffirms our position in the market place as a professional and dynamic organisation."

Swizzel stick: A new ticket only networking group with a twist is being launched in Falmouth this September. The Cocktail Cabinet will mix traditional business networking opportunities with the opportunity to learn how to make cocktails, and will meet for the first time at St Michaels Hotel on September 8.

Cleaning up: A Cornish franchise of the professional valeting operation Ovenu is being set up in Helston. Former Navy man Paul Bardsley will manage and direct operations for the business that will serve customers throughout west Cornwall.

Smart-ing up: Redruth-based office supplies dealer Office Smart, together with its commercial interior design business, Interior Smart, is taking its services into the Plymouth area, with a view to extending elsewhere in the county.

Bigging up: Lady Mary Holborow, the Lord Lieutenant of Cornwall, is this year's recipient of the Trelawny Plate. The award honours a person who is considered to be 'the living embodiment of the spirit of Cornwall'. The biennial award was introduced in 2007 with Bishop Bill the first recipient. Shelterbox founder Tom Henderson was the second recipient in 2009.

dashed last year, a move to Newquay airport had been suggested.

However, BIH has confirmed St Erth as its preferred location, with the advantages of the A30 and main line Paddington rail links close by. ◊

Bush on the school run

Telecoms specialist Bush Telegraph has successfully completed a major project to streamline the communication systems at a St Austell school.

Treverbyn Primary School needed to merge its system with a nearby nursery and associated children's centre workers, to create a more streamlined and cost effective operation.

The objective was to create a single phone system that linked all the separate buildings, together with enhancing the school's internal communications to the seven individual classrooms, the common room, kitchen and SEN room.

Aawen targets growth

A Cornish design agency has relocated to Truro's city centre in a move to expand the business.

Aawen Design Studio, which had been based at Penstraze Business Centre near Chacewater for the past 11 years, has moved to Lemon Street.

Backup for the future

A Cornish data management company Data-Frame officially unveiled its new branding to business leaders at the Pool Innovation Centre last month.

The company, formally known as Forward-ITC, took the opportunity to showcase its services by holding a data management seminar and interactive demonstrations.

To celebrate the relaunch, and to show how confident it is about its services, Data-Frame is offering businesses a free 30-day trial.

The extended team involved with the remodelling and rebranding of Data-

Bush technical director Lee Russell explained: "We were delighted to be asked to help solve the communications issues for Treverbyn and the nursery. We quickly realised the enormity of the project but due to our experience we knew exactly what was needed."

Bush Telegraph produced a proposal that included a flexible and scaleable Samsung 7100 comms system that included feature rich applications at a cost effective price. Voicemail was added to each of the teacher's extensions in the staffroom, auto-attendant was programmed to re-route calls and

Creative director Adrian Taylor explained: "Many of our clients are based around Truro, the office on Lemon Street will make us a great deal more accessible."

Aawen has been joined at the new office by Rob Wheele of Wheelhouse Design, who is expanding his business, which already has an office in Brighton, into Cornwall. 



Connected: Treverbyn's new phone system

a selection of handsets was proposed depending on the usage.

Tel: 01872 245245 

Lost in translation?

Penryn-based Anja Jones Translation is offering a new translation service specifically aimed at the hotel market.

The new offering combines website translation with search engine optimisation.

Anja Jones explained: "Hotels that are looking to increase their number of overseas visitors need to have a website that is well-written in the language of the customers they are trying to entice.

"A hotel website needs to make sense in the customer's language and culture – otherwise it's just another hotel that will be judged against its competitors purely on price and location." 



Security: Data-Frame directors Rojer and Wendy Isaacson

Frame were CF Systems, Big Brave Dog, UKNetWeb, Niddocks Internet Marketing, Brand Innovations and Firegrass Communications.

Tel: 01872 668997 

Pop up Boex

Design agency Boex has recently completed the interior design of the new Nike 6.0 'Boardshort Bar' – a pop-up concept store in Newquay's, Bank Street.

The store in the centre of Newquay, previously unoccupied, offers a hangout for the local surf community with events being hosted throughout the summer until the end of August.

Creative director Sam Boex said: "It's more than your average retail experience. High street retail is evolving and changing



Nike 6.0: Boex's latest project

with interactive elements and experiences playing a more important role, Nike 6.0 have a clear understanding of this." 

Nice for Grice

An IT specialist from Cornwall has been recognised for his work with young people in the county.

Mark Grice, managing director of Redfuse Internet, was awarded the Outstanding Education Business Partner award 2011 by Cornwall Learning Education Business Partnership (CLEBP).

Grice picked up the award following the launch of the Redfuse Web Academy in 2009.

Previous recipients of the award include Ginsters, Newquay Zoo, Worldwide Financial Planning and PFA Research. 

Royal visit for Cockwells

HRH The Princess Royal visited Cockwells Modern and Classic Boat-builders last month to unveil its latest vessel – The Duchy 27.

The production of the Duchy 27, a classic gentleman's motor launch, marks a culmination of 15 years of buoyant business for the Cornish boatbuilder which has doubled its workforce, doubled their turnover, and taken over new premises in the past two years.

Traditionally producing bespoke boats, the Duchy 27 is Cockwells' first foray into production boats, Duchy

Motor Launches. Importantly though, the team are still keen to showcase the best of Cornish craftsmanship in the Duchy 27 with the hand-built English oak interior including special touches like the hand-blown glasses from St Ives and local bone china crockery.

This latest project provides the company with the potential for further growth with the ability to produce at least 12 craft per annum retailing individually at £120k (ex vat).

Director Dave Cockwell said: "It has been a great honour for us to have Her



► Weather beater: The Princess Royal at Cockwells

Royal Highness The Princess Royal here to unveil our first Duchy 27 and a wonderful recognition of the skills and commitment of the Cockwells team." ◀

Port plans win council approval

Hopes for the development of Falmouth docks have received a boost from Cornwall Council.

The Council's cabinet unanimously approved the Port of Falmouth Masterplan, which includes modernising ship repair facilities, upgrading wharves at the docks, improving bunkering services and providing a new superyacht basin.

If the scheme goes ahead, it is expected to create and protect thousands of jobs.

Mike Varney, Cornwall Council member for Falmouth Boslowick, said: "This

is phenomenal news and not just for Falmouth. It will be to the benefit of the whole of Cornwall and beyond."

One of the proposals is the dredging of a new approach channel to the Docks, which would be of great economic benefit as larger ships including cruise ships would then be able to access the port.

Cllr Varney said that Cornwall Council should "champion a solution" to the issue of dredging and work with central government to find a way forward.

Chris Ridgers, Cornwall Council cabinet member for Economy and Regeneration, said: "This represents a very significant milestone for the Port of Falmouth."

The proposals, which centre around Falmouth Docks, set out projects for the next five years, as well as for the longer term up to 2026. These include modernising ship repair facilities, upgrading wharves at the docks, improving bunkering services and providing a new superyacht basin, workshops and associated facilities. ◀

CMN conference facilities

Cornwall Marine Network (CMN) held Business Cornwall's roundtable debate at its brand new conference facilities located at Falmouth Business Park.

Key representatives including Andrew George (MP), Ewan McClymont (Bishop Fleming) and Jonny Gowdy (RegenSW) visited the facilities to discuss emerging renewable energy opportunities for Cornwall (turn to page 22).

CEO Paul Wickes said: "We are delighted to be able to offer comfortable, bright and spacious facilities kitted out with the latest technology, including interactive SMART



► Debate: Panelists

boards for businesses and our members and host high profile events for organisations such as **Business Cornwall**."

Tel: 01326 211382 ◀

Apprenticeship success

Marine businesses are embracing opportunities to take on new staff through Cornwall Marine Network's (CMN) new apprenticeship programme.

Former slate sign-maker Niall Dungey had been unemployed for four months before being taken on as an apprentice laminator by yacht-builders Cornish Crabbers in Rock.

Now he is enjoying working alongside some of the top laminators in the south west, while acquiring skills and qualifications that will make him a real asset to his new employer.

Crabbers' sales manager Peter Thomas said: "There's a real shortage of skilled laminators in the South West and to train someone up to the required level takes a lot of time. The apprenticeship scheme reduces the financial cost and allows us the time needed for this training process." ◀

Wave Hub wins sustainable award

Wave Hub has been named Sustainable Project of the Year in the businessGreen Leaders Awards 2011.

The marine energy project, situated ten miles off the Hayle coast, received the award at a ceremony held in London.

The awards recognise the businesses, organisations and individuals that are "pioneering sustainable techniques and

technologies that will build the low-carbon economy of the future".

Wave Hub was shortlisted alongside leading national and international companies including HSBC, Tesco and British Sky Broadcasting. ◀

Retailers move in

A new national retailer is moving into the former Woolworths premises in Liskeard.

Acting on behalf of landlord Marley Pensions Limited, Alder King and Stephens McGuire and Company have secured Superdrug as the new tenant in Fore Street, on a ten-year lease.

The premises comprise 1,898 sq ft of retail sales area and 1,683 sq ft of basement storage.

Meanwhile, Miller Commercial has negotiated a ten-year year lease on the former QS store in Boscombe Street in Truro.

Acting on behalf of the building's owner, Trinity College, Cambridge University, the premises are being let to Country Casuals Limited, part of the Austin Reed Group, at a rent of £170k per annum.

Significant refurbishment work began at the beginning of August.

Over in Falmouth, the premises of a former off-licence fetched almost £100k above the asking price.

Alder King Property Consultants sold the old Threshers shop in Church Street to a private London investment company for £472.5k.



► Truro: Former QS premises

The new owner plans to refurbish the building and then let it to a national retailer. ◀

Fore Street work begins

The "final piece in the jigsaw" to regenerate St Austell town centre has got underway.

The £1.3 million scheme on Fore Street marks the final phase of town centre improvements which were started two years ago with White River Place.

Major street works will see the current street surface replaced with Cornish granite paving and improved drainage.

Chris Ridgers, cabinet member for economy and regeneration at Cornwall Council, said: "The redevelopment of Fore Street in St Austell is a priority for Cornwall Council because it builds upon the significant private sector investment in recent years.

"We want to make sure that the benefits are felt throughout the town centre and Fore Street is the final piece of the jigsaw. A thriving town centre will be a driver for the economy of the area and for business confidence." ◀

Work starts on HWIC centre

Work gets underway this month on a multi-million pound project on the Royal Cornwall Hospital Trust site in Truro.

The £13 million Health and Wellbeing Innovation Centre (HWIC) will provide quality laboratory and office space for new and growing companies in the sector.

The project will receive almost £10 million of Convergence investment and

more than £3.3 million from Cornwall Council.

The 4,260sqm of space will create 81 new jobs and will be built to BREEAM Excellent standard (Building Research Establishment Environmental Assessment Method). The construction work will be carried out by BAM Construction. ◀



► HWIC: Work underway

It's a dog's life



Interserve project

Work has begun on the new £600k Penzance Cricket Pavilion.

Interserve has been appointed as principal contractor for the new building, which will also provide modern educational and sports facilities for Penwith College.

The majority of funding has been put forward by Truro and Penwith College, with additional funding being contributed by the England and Wales Cricket Board (ECB) and Penzance Cricket Club.

The new pavilion is due for completion in December. ◀

A Truro-based international construction consultant has completed the Guide Dogs for the Blind Association's new National Breeding Centre, near Leamington Spa.

The centre, which cost around £20 million, was project managed by Ward Williams Associates, which also previously delivered guide dog training schools in Scotland and Manchester.

Director of project management, Martin Ayliffe, said: "The breeding centre is a unique project, there are no comparables. Working extremely closely with the client ensured no interruption to the breeding operation. It was a challenge but, in many aspects, the type that we relish." ◀

Stein wins Business of the Year

The Seafood Restaurant in Padstow has been recognised as the West of England Business of the Year 2011, in the sub-£25 million turnover category.

Rick and Jill Stein's Seafood Restaurant is the first Cornish company to win the award in the last five years.

Tracey Bentham, of award organiser PriceWaterhouseCoopers and chair of the judging panel, said: "The judges' decision was unanimous in choosing the Seafood Restaurant as a worthy winner. The great progress they have made in the last year was most impressive to the judges, not only in developing their new Falmouth businesses, but also in the structure and strategy within the organisation. We

were also impressed with their plans to keep growing in the future".

The Seafood Restaurant was established by Rick and Jill Stein in 1975 and currently employs more than 350 staff.

The business consists of six restaurants; The Seafood Restaurant, St Petroc's Bistro, Rick Stein's Café and Stein's Fish & Chips in Padstow, as well as Rick Stein's Fish & Chips and Seafood Bar in Falmouth. The company also operates four retail outlets, a pub, 40 bedrooms, a cookery school, mail order department and production unit.

Meanwhile, Rick Stein has been announced as one of the most influential people in the hospitality industry.



► Prize guys: the Seafood Restaurant team

Industry magazine, Caterer and Hotelkeeper, released its annual Top 100 listing and ranked Stein at 27th, up from 41st in 2010. He is also named as the sixth most influential chef, up from 11th last year. ◉

Trewithen acquires Bradley's

Two long-established Cornish family businesses are merging following Trewithen Dairy's acquisition of Delabole-based Bradley's Dairy.

Bradley's will continue with doorstep deliveries, with some production continuing this summer, but it is planned that all its six production and delivery staff and processing facilities will transfer to the Trewithen base, near Lostwithiel, by the autumn.

The move is the latest chapter in a major expansion programme for Trewithen, supported by grant funding from the Rural Development Programme.

Trewithen, which currently employs 92, anticipates a sales increase of £1.85 million per year with the Bradley's acquisition.

Stressing that the independents and corner shops are a foundation of the Trewithen business, MD Bill Clarke commented: "These new customers fit exactly with what is important to us and we look forward to a long and fruitful business relationship with the Bradley family and our new customers in north Cornwall."

Daily production at Trewithen is expected to rise to 100,000 litres over the next two years, with its further growth in the volume of Cornish milk collected from local farms. ◉

Every little helps for Rodda's

Rodda's has secured a Tesco listing across Cornwall for its bottled range of 'locals' milk.

The milk is bottled by Rodda's at its Redruth dairy and then delivered directly to store, ensuring minimum 'food miles'.

MD Nicholas Rodda said: "Rodda's have always taken care to carefully select the right farms to supply our milk, inviting them to join the Rodda's Producer Group.

"All our farms are based within 30-miles of our dairy and we insist on very high standards of animal welfare to ensure rich, full flavoured milk." ◉

MPs like Sharp's



► Cheers: Howe (l) with MP Nigel Evans

The quality of Sharp's beer has been recognised in Westminster.

Head brewer Stuart Howe was named Brewer of the Year at the All Party

Parliamentary Beer Group (APPBG) annual awards dinner last month.

The APPBG's role is promote understanding amongst Parliamentarians of the UK beer and pubs industries. Previous winners include Steve Wellington of Molson Coors, Alistair Heeley of Greene King, Dr Mike Powell-Evans of Adnams and Stefano Cossi from Thornbridge.

Upon receiving the award Howe said: "This is a massive honour and looking down the list of great brewers who have won the accolade before me makes me very proud." ◉

Simply Cornish Gold

A secret Cornish recipe for Saffron Cake dating back over 100 years has taken Gold at this year's national Great Taste Awards.

The Simply Cornish Saffron Cake was up against over 7,000 food and drink products from across the UK and was named as a coveted 3 star Gold Award winner – achieved by fewer than 2% of entrants.

The Penzance company's Strawberry and Clotted Cream Shortbread was also named a 2 Gold Star winner at the awards, organised by the Guild of Fine Food, the UK trade association for speciality food and drink producers in the UK. ◉

Switch on for first solar farms



► Hendra: Power for the people

Wheal Jane won the race to become the south west's first solar farm to be connected to the grid.

Based at the site of a disused tin mine, the 1.4 MW farm covers a 7.2 acre plot and is the first of many renewable energy projects planned at the reclaimed mine.

The farm's 5,680 solar panels will generate 1,437 MWh of electricity a year, enough to power the equivalent of 430 homes in the area and save over 737 tonnes of CO₂ emissions a year.

Conor McGuigan, head of planning at solar developer Lightsource Renewable

Energy, said: "It's fantastic to see our first solar farm in the south west operational. It's been a race against the clock to get it connected to the grid by the end of the month.

"While it's been disappointing that the Government has decided not to support the large scale solar sector going forward, the solar farms developed this summer will play a critical role in the supply of green energy in the UK."

The following day, Henda Holiday Park, in Newquay, turned on its solar farm.

The 1.15MW facility will provide more than 50% of the power to what is one of Cornwall's biggest holiday parks. The installation comprises 5,000 230W solar panels.

Henda director Jon Hyatt said: "It's always been a concern for Henda that we operate the business in sustainable way, minimising the impact on the environment as much as possible." ◉

Bright future for hot rocks

EGS Energy's vision for the future of engineered geothermal systems (EGS) has been incorporated in a recent report by the International Energy Agency (IEA).

'Technology Roadmap: Geothermal heat and power' shows that there is potential to achieve at least a ten-fold increase in the global production of heat and electricity from geothermal energy between now and 2050.

The IEA report says that 'hot rocks' energy could account for around 3.5% of annual global electricity production and 3.9% of energy for heat (excluding ground source heat pumps which the report did not consider) by 2050 – a substantial increase from current levels of 0.3% and 0.2%, respectively. ◉

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White Paper welcomed

Cornwall Council has given a cautious welcome to the Government's published proposals to reform the electricity market.

The Electricity Market Reform White Paper sets out key measures to attract investment and create a secure mix of electricity sources including gas, new nuclear, renewables and carbon capture and storage.

The Renewables' Roadmap, published alongside this, outlines a plan to accelerate renewable energy deployment – to meet the target of 15% of all energy by 2020 – while driving down costs.

Cornwall Council has ambitions of its own for renewable energy and has its own target to be energy self-sufficient by 2025.

Julian German, cabinet member responsible for the Council's Green Cornwall Programme, said: "Generally the proposals outlined in this White Paper are helpful to our low carbon ambitions in Cornwall Council.

"There is no doubt that we need to create a stable framework for investment in an improved electricity grid and in renewable energy. It is vitally important, however, to see a consistency in energy policy, legislation and incentives which will help to regain the confidence of industry and communities in a multi technology renewable energy market."

But he warned: "The White Paper does not go far enough to give confidence that the Government's ambition to decarbonise the UK goes beyond the hugely expensive and controversial rebuilding of the UK's nuclear power plants and the current development of offshore wind farms." ◉

Five stars for Trenyton



► Richard Bennett: Healthy eating

Trenyton Manor, the luxury spa resort in Fowey, has been recognised for its standards of food hygiene.

Trenyton was awarded five stars by Cornwall Council's food safety environmental officer, in the national food hygiene rating system 'Scores On The Doors', a scheme which lists the official local authority hygiene ratings.

In another accolade, head chef Richard Bennett has been nominated for a Gold Star for healthier eating.

Resort manager Nick Waddington said: "We work very hard to make sure that our standards of hygiene and cleanliness are always at the forefront in our kitchen, and I am pleased that the work of our highly trained staff has been recognised." ▶

Fresh hope for Carlyon Bay

The £250 million Carlyon Bay development could soon be set to proceed after Cornwall councillors voted unanimously in its favour.

Since being granted extant planning permission in 1990 to build around 500 apartments, the project has been tied up in red tape and dogged by any number of obstacles and objections, mainly revolving around its plans for sea defences.

A public enquiry in 2006 led to plans being rejected, but the developers, Commercial Estates Group, returned last year with a revised scheme for a more sustainable design and realigned sea defence system.

Now the Council has given its consent, the Secretary of State will consider the application.

The decision, however, has been greeted with "dismay" by members of the



► Carlyon Bay: Blue skies ahead?

Carlyon Bay Watch protest group, who have long campaigned against the plans. ▶

Briefs

Open: St Austell Brewery has officially opened its first hotel in Truro, the 33-bedroom lodge adjoining the County Arms at Highertown. The hotel is linked to the County Arms and operated by the pub's existing managers, Antony and Kelly Woodcock. The brewery said it was part of a long-term expansion strategy to add to its 174-strong estate in Cornwall and Devon.

Booked: Penzance-based holiday lettings company West Cornwall Cottage Holidays has reported a buoyant start to the season, with "extremely high, double digit" enquiry and booking levels since early January. MD Austyn Hallworth said: "January started extremely well with significantly increased booking levels compared to recent years. We were waiting to see if this spike leveled off but it has continued month on month."

Rubbish: Kelly's of Cornwall is doing its bit for tourism this summer by working with the Clean Cornwall Campaign in some of the busiest Cornish tourist hotspots. The ice cream company will be issuing over 5,000 recycled brown paper bags to Cornish residents and tourists in a bid to encourage the public to dispose of their rubbish responsibly.

Positive: Reef Film Production has released a four-minute web movie showcasing a 'Positive Newquay', amid fears that stories in the press of drunken holiday behaviour gives the resort a bad name.

Well House sold



► Well House: New owners

The Well House in St Keyne has been sold to a German concern for an undisclosed fee.

A renowned country house hotel that has previously been awarded three Rosettes and includes nine well-presented letting bedrooms and a three bedroom semi-detached house for the owners, The Well House stands in approximately three acres of gardens with ponds, a swimming pool and tennis court.

The new owners, the Stingel family from Germany, plan to close the hotel and fully refurbish it before reopening.

The hotel was sold for an undisclosed sum, but said to be close to the asking price of £995k freehold. ▶

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Heartlands names chief exec

The newly-created Heartlands Trust has filled two of the top positions at its £35 million development in Pool.

Vicky Martin, formerly director of Wentworth Castle and Stainborough Park Heritage Trust in South Yorkshire, has been appointed chief executive; while Kate Turnbull has been named to the marketing manager role.

Malcolm Moyle, chair of the Heartlands Trust, said: "With the completion and opening of Heartlands now in sight, it is great to have two outstanding people in post to manage the development going forward.

"The chief executive and marketing



► Vicky Martin (r) with Kate Turnbull

manager will be responsible for delivering our vision for Heartlands and will be key to its long-term success." ◀

Purnells promotion

Purnells Insolvency Practitioners has promoted Kerry Lycett to practice manager of its Mullion office.

Lycett joined Purnells two years ago as an office administrator, and has worked her way up through the business, taking on a number of key roles.

Managing director Chris Parkman said: "Kerry is a valuable member of our team and I am sure she will adapt very well to her new role with us."

"As Purnells is currently in the process of expanding and relocating to Falmouth, it is nice to have such a loyal network of staff working for the firm." ◀

Management shake up



► Sharon Plowright

Two new leadership roles have been created by rural insurance company Cornish Mutual.

Member services manager Sharon Plowright takes up the new position of head of operations. The firm is also currently in the process of recruiting a new head of business development.

As part of Cornish Mutual's future strategic growth plan, Plowright and the

new head of business development will be part of a four-person senior management leadership team, alongside MD, Alan Goddard and finance director, Peter Beaumont.

Plowright, who is based in the Truro head office, will be working across the organisation and now has overall responsibility for HR with her new role taking in the areas of recruitment and training. ◀

Chairman to step down

The chairman of Quality Solicitors Nalders has announced that he is to retire next April.

Steve Davies, who has worked for the Cornish legal firm for 28 years, has now handed over the chairman's role to Cilla James in readiness for his retirement.

He said: "We're a family and I'll really miss the buzz. I'd like to thank the

Lawyer dispute

Regional law firm Stephens Scown has appointed new solicitor Davina Haydon as an associate to join its Cornwall dispute resolution team.

Haydon, who has 20 years' experience as a civil litigation lawyer, has been promoted to head of civil litigation and dispute resolution.

She specialises in commercial and insurance litigation including professional negligence claims.

Partner Peter Marshall said: "We're confident that having Davina on board will further strengthen the team's expertise in Cornwall." ◀



► Davina Haydon

Partners and the staff for all of their support over the years. I can't imagine any other line of work, I've had a wonderful life in law and that's down to the people that I've worked with." ◀



► Steve Davies

The extra mile

MailAway's Anna Penrose explains why email marketing is so important for your business

You've got mail

The benefits of email marketing have never been as apparent as they have been during the recent economic downturn. It is whilst weathering these tough times that people fear spending money on their marketing when ironically, it is during these periods that we need to spend extra time and often money on our marketing efforts.

As email marketing specialists, we have seen an increase in new clients, which is perhaps because businesses realise they need to go the extra mile, or maybe because they are cutting back from the more traditional and less measurable methods of marketing.

With email marketing not only can you see your return on investment, but you can access real-time figures that show you open rates, click-through statistics and purchases (if you sell products on the site). You can see how long customers are spending on your site and how often they visit via the newsletter.

A MailAway newsletter campaign will set you back £10 per campaign and 2p per email contact so if you have 1,000 people on your email list it will only cost you £30 each time you send an email.

One of our clients recently reported that she only spent around £15 per campaign and customers who received the email stayed on her website for seven minutes – the longest time on the site (measured against other channels). As a sender of product based emails she receives £100+ in revenue within the first 12 hours of sending the email each time. That is a wise investment, although she still has masses of room to grow her list substantially and potential to increase her revenue far beyond that.

This is where strategy comes in. It is important to have a strategy which is well thought through with campaigns that are targeted and planned in advance. For an email marketing company, this is how we add value. You need to use the company

you work with to guide you through this process and help you to construct effective, attractive, target market-friendly emails that simultaneously convey your brand message and adhere to legislation. From design to marketing and technical help; it is important to have a team that can offer you the full service you require.

Emails are also one of the best forms of marketing for client/customer retention. After all everyone knows the saying "it is far cheaper to keep a customer than to acquire a new one". A customer on your email list is actively interested in your product and what you do, keep doing what you do best and your list will keep growing and these people translate into loyal brand ambassadors.

When building an online strategy, your website acts as a hub. Supporting the hub are your search, social media and other strategies. These are extremely effective as a form of client acquisition. Email can then be used most effectively as a form of conversion and turns potentially interested leads into genuine customers.

Used in tandem with other marketing tactics, this approach can be extremely successful and is often much more effective than traditional above-the-line, direct marketing or advertising. This is truer than ever today, in an advert-clad world where, as the famous saying goes "the customer isn't listening".

There is no doubt that email marketing has a vast amount of benefits and for the ROI alone it is worth pursuing. However, if done correctly, what I love most is that email can be truly interactive. You are never upset to see a genuine and relevant email in your inbox (unlike unwanted take-away menu mailings through your door when you're on a diet!) because you have signed up to know more (and potentially buy more) from the company in question.

And with the growth of smartphones giving people the ability to check email on the move, the opportunity to reach your customers via email is greater than ever. 



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All about pre-packs

We increasingly hear about pre-pack administrations, but what exactly are they? Purnells' licensed insolvency practitioner Chris Parkman explains all

A total sell out?

A pre-pack administration sale is a way of selling the business and assets of a company to a third party immediately after it has been placed into administration.

A pre-pack administration can be advantageous as it ensures continuity of the underlying business but rids the new owners of the debts of the insolvent company.

In that connection, the sales contract is drawn up and finalised prior to the company being placed into administration and is signed immediately or shortly after, the administrators appointment.

But what about the creditors of the insolvent company?

Pre-pack administration sales are recognised in the insolvency profession as being an effective and speedy means of rescue however they have always been particularly unpopular with creditors, as historically they have often had no say in the matter and are informed of the sale, only after it has happened.

Creditors would often feel particularly aggrieved if the pre-pack sale was to a new limited company that had been incorporated by the directors of the insolvent company!

SIP 16

Statement of Insolvency Practice No 16 ("SIP 16") was commissioned by the Joint Insolvency Committee and sets out basic principals and essential procedures that insolvency practitioners are required to comply with when entering into a pre-packaged sale agreement. Its aim is to prevent the perceived possible misuse of "pre-packs".

SIP 16 was introduced with a view to providing creditors with as much information as possible in connection to the sale. The information that must be provided to creditors is extensive and

the administrator must be able to explain and justify why a pre-packaged sale was considered appropriate. Creditors are furnished with a comprehensive report in that regard with the first notification of the administrators appointment but is this really good enough? At the end of the day, despite now being provided with a full and detailed account of the transaction, creditors are still, more often than not, first learning of the sale, after it has been concluded.

Proposed pre-pack reforms

On March 31, Edward Davey, Minister for Employment Relations, Consumers and Postal Affairs; Department for Business, Innovation and Skills, proposed that the procedure for pre-packaged Administration sales be reformed in order to 'improve transparency and confidence in pre-packaged sales'.

The intention is that creditors have an opportunity to voice any concerns and to ensure that pre-packaged administration sales are entered into "fairly and reasonably."

It is intended that administrators now be required to give notice to creditors where they propose to sell a significant proportion of a company's assets or its business to a connected party, in circumstances where there has been no open marketing.

By giving creditors notice of the proposed sale it will enable them to express any particular concerns, or indeed make a higher offer for the assets and the administrator would need to give proper consideration to any issues raised.

The recommended notification period for creditors is currently understood to be just three days, which does beg the question, I think, as to whether the proposed reforms really go far enough to improve the position of creditors of an insolvent company when a pre-packaged administration sale is envisaged.



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Failure – the successful way

Don't be afraid of failure, says Oxford Innovation business advisor Dr Simon Gill. Learn from it and let it make you stronger

Learn by mistakes

Failure. As business people we shudder at the thought of it. But as individuals it is how we develop – making mistakes, learning from them, adapting our approach and moving on. Harnessing this innovation cycle in business is crucial to ensure survival and continued growth.

Many successful companies have been founded on the basis of one innovative concept. Remaining successful however, requires continuous improvement and innovation. Companies who fail to change what they offer their customers and the way they do it often face situations that are difficult to overcome. They can be derailed by external events or overtaken by competitors who gain market share by embracing a development in technology or exploiting a new business model.

The challenge is to sustain the entrepreneurial spirit in a growing company whilst acknowledging that with innovation comes failure. Entrepreneur Steve Blanks coined the phrase "Do you know what they call a failed entrepreneur in Silicon Valley? Experienced." Learning from failure need not cost you your business – it can be achieved at much lower cost if the right elements are considered:

Fail frequently

Google provides "20% time" whereby staff spend 20% of their time on new ideas; staff at WL Gore (creators of GoreTex) spend half a day per week in "dabble time"; and at 3M (from where the Post-it Note originates) staff are given "slack time" in which all staff members are encouraged to trial new concepts. This is done with recognition that most ideas will have no benefit, but amongst them will be a successful one.

We may not be able to devote as much resource to this initiative but we should spend time exploring new products, marketing strategies and ways of doing

things. We must remember such initiatives require commitment to invest time and money and a policy of rewarding experimentation as well as success.

Fail fast

Yahoo have an incubator called "The Brickhouse" where staff are free to experiment with new product proposals before being screened by management. This allows ideas to be identified, explored and developed or dropped very quickly. In our own experiments we must be sure to identify when we have failed in our new initiatives, and do it rapidly. Before beginning, set reviews so that when ideas reach a certain point they are tested against the pre-determined criteria. If the idea meets this target it goes to the next stage of development and if it does not, it is stopped.

Fail on a manageable scale

Forward3D, a web search marketing company, looks for gaps in the market by exploring popular internet search terms for products that fail to attract online advertising. They discovered one of these terms was "parrot cages". Once identified, a small website is created offering the product for sale and hits to this site are monitored. When sufficient demand is detected, a business is set up to sell the product which is how they became the UK's largest importer of parrot cages! The websites they create are cheap and as most fail to demonstrate demand this minimises the cost of each failure.

Failure should be managed so that it does not cause resource or economic problems for the business. It is important also not to forget that the cumulative cost of multiple failures can be high.

By innovating in this way and taking risks with new ideas we will experience failure. But if we can learn lessons along the way and ensure that this failure can be quick and cheap, the resulting successful idea will assure our place in a rapidly changing business world. ☺



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Carbon matters

It's no longer business as usual – that's the stark message that is being promoted by a conference addressing issues on the low carbon agenda to be held at The Eden Project on October 11

The low carbon agenda is moving beyond from being just an altruistic goal to a legally binding policy designed to commit the UK to two decades of drastic cuts in carbon emissions.

But the Government's 'Green Deal' throws up as many questions as it does answers, and many in the business community will no doubt be left scratching their heads as to how it affects them.

But affect them it will, and businesses will need to engage in the carbon reduction process if they want to compete. The free-to-attend Carbon Matters conference at the Eden Project on October 11 will address these issues and explain how new Government policies will affect the way you run your business in Cornwall.

Event organiser Paul Holmes from the Eden Project explains: "For businesses,

Clear About Carbon

Supporting Cornwall's Transition to a Low Carbon Economy



reducing carbon will become a massive imperative.

"Despite the current economic climate and squeeze on public spending, the public sector is already beginning to drive the low carbon agenda through its procurement practices – if businesses can't talk this language and respond positively, they'll miss out.

“Carbon isn’t a deal maker/breaker just yet, but increasingly it will be”

"If today a business didn't have a health and safety policy or an equality and diversity policy, for example, they wouldn't get a look in with the public

sector. The same is becoming true with low carbon strategies."

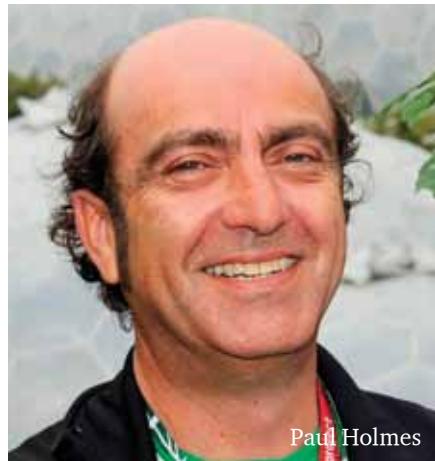
Holmes says that the recently launched Clear About Carbon partnership has already begun working closely with public sector procurement officers on how they are use carbon as a metric to evaluate contracts and bids.

"Carbon isn't a deal maker/breaker just yet," he says, "but increasingly it will be."

The half-day conference will examine these issues and more, equipping the Cornish business community with vital information on the opportunities and commercial benefits of low carbon engagement.

A number of high profile speakers have already confirmed their attendance at the





Paul Holmes

conference – including Shaun McCarthy, director of social enterprise Action Sustainability and chair of the Commission for a Sustainable London 2012; and Mike Berners-Lee, author of the celebrated book *How Bad Are Bananas? – The Carbon Footprint of Everything*.

Dr Fernando Correia from the University of Exeter Business School will also be presenting. He says that the low carbon train has already left the station, and that we had all better catch up. “Big businesses are not looking at just their own emissions,” he states, “but expecting reciprocity from their suppliers.

“I’m afraid the following verses of the old Curtis’ song only got it half right –

“you don’t need no baggage, you just get on board...” The ripples of the change being produced in the public and private sectors are bound to touch everyone so we are all on board, whether we like it or not.

“Sooner or later someone will ask you a carbon question, if not a regulator, then a business client or individual customer. When that happens you will need your baggage and in it the knowledge, skills and capacity to demonstrate that you can engage in the dialogue and address the challenges expected from you.”

In truth, the shift to a low carbon economy has been building for many years now, but perhaps it is only now that true reality is beginning to dawn.

Holmes draws an analogy to what is happening now to the rise of personal computers and the internet in the 1990s.

You don't need no baggage, you just get on board”

He says: “Most people are now computer literate. They can use a keyboard and mouse, for example – they can even tell you what they do and how to use them, even if they know nothing about the technical workings of a computer.

“In future, people will be just as comfortable with carbon issues, using them in their day to day lives at work and at home. They will be carbon literate.

“It’s where our future economic growth will come from, where a million new ‘green jobs’ will come from.”

But the challenges shouldn’t be seen as a threat.

“This will provide tremendous opportunities for those firms that can engage and respond,” he says. “I can remember business people telling me back in the 1980s that they could never see the need to have a computer in their business. A decade later many businesses told me that the internet was good, but it would never drive sales! Now look at Google, Amazon, EBay and many others – the

Carbon soundbites through the years

“Businesses should prepare for a second industrial revolution...carbon will become part of the daily currency of business.”

Dr Gary Felgate, director of business delivery, The Carbon Trust, Oct 2004

“Carbon will be the currency of the coming age.”

Carbon UK Report, Environmental Change Institute, University of Oxford, 2004

“Businesses should accept that carbon accounting will be as important as their financial accounting.”

Elliott Morley, UK Environment Minister, May 2006

“By 2030 we will need 50% more food, 50% more energy, 30% more water. We simply cannot go on as we are and we cannot underestimate the scale or duration of the need for truly disruptive change.”

Sir Stuart Rose, former chairman and chief executive, M&S, April 2011

business landscape has changed dramatically.

“Carbon reduction will have the same impact.”

Carbon Matters

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Fresh thinking

A new structure

It wasn't long ago that the traditional 'command and control' style of operation was the default modus operandi for most businesses. Not anymore.

In a world where technological developments continue to chip away at barriers associated with distance, location and language, businesses have become nimbler and better connected forcing leaders to radically adapt their organisational thinking and structures.

In response to the increasingly interconnected business environment, a new and rapidly evolving style of organisational thinking has arrived: 'Collaborative Leadership'.

According to the latest Harvard Business Review article 'Are You a Collaborative Leader?' (July-Aug 2011), Collaborative Leadership is "...the capacity to engage people and groups outside one's formal control and inspire them to work toward common goals – despite differences in convictions, cultural values, and operating norms".

The basic premise behind this style of leadership shares much in common with the concept of the 'Networked Entrepreneur' that we spoke about in our previous article, but the key difference is the ability to engage with people and groups outside one's formal control.

The Partner to Succeed team is observing at first hand that the most successful collaborations are those with a healthy mix of experienced people combined with newcomers from a variety of industries and a 'Collaborative Leader' at the helm, who recognises the need to regularly step outside of their comfort zone.

But how do you take those first steps towards developing a collaborative leadership style when so much of your focus today will need to be upon your own business? It's certainly easier said than done, and stepping out of our comfort

zones to regularly engage with organisations that we've never come across before can feel quite intimidating.

Thankfully it doesn't have to be this way. In January, Partner to Succeed launched a series of Collaboration Clubs with the principle aim of providing locally based businesses with collaborative solutions to their priority business challenges such as Sales Growth, Resource Efficiency and Managing Capacity. Clubs also provide attendees with the ideal environment to develop their Collaborative Leadership skills.

Matthew Clarke, director of Kernow-pods.com, recently completed a Sales Growth Collaboration Club as part of his innovative business growth strategy. And he commented "the key thing you begin to appreciate when talking about collaboration is that other businesses can help

you rather than compete with you, and I have learned to embrace this for the betterment of my service."

In summary, modern collaborative leadership is about pro-actively bringing together a wide variety of people sometimes with conflicting beliefs and opinions to generate extraordinary solutions to everyday business challenges.

I'll leave you with a quote from 'Are You a Collaborative Leader?' which hopefully will inspire you: "Differences in convictions, cultural values, and operating norms inevitably add complexity to collaborative efforts. But they also make them richer, more innovative, and more valuable. Getting that value is the heart of collaborative leadership."

'Are you a Collaborative Leader?' can be downloaded from www.harvardbusinessreview.com

Find out more about Partner to Succeed's Collaboration Clubs at www.partnertosucceed/collaborationclubs

A new style of 'organisational thinking' has arrived, explains Partner to Succeed project manager Chloe Teale – Collaborative Leadership



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Tweet success!

Harland Accountants' Deborah Edwards embraces social media to share some top business tips from leading local entrepreneurs

Sound online advice

We were pleased to be invited to the Ignite Cornwall business plan competition awards in May and were blown away by the level of energy and innovation on show by the fledgling businesses that evening.

Cornwall has always been a melting pot of creative ideas and entrepreneurs who have never shied away from embracing technology in the fight for progress and prosperity.

One such technology, the Internet, has forged a new frontier of communication, networking opportunities and cross-fertilisation of ideas that has been particularly relevant for rural areas like Cornwall.

So with a springing of irony as you read this on paper, I have asked six home-grown entrepreneurs to 'Tweet' me (in 140 characters or less) their business secrets in homage to that Internet social and business networking phenomenon Twitter, where users broadcast everything from the mundane to blow by blow accounts of uprisings and revolutions.

What advice have our business experts Tweeted?

"Get the right folk on board and trust them to do what you got them in to do."
Tom Kay, managing director, Finisterre online retailers

"Continually invest in your website. Don't just assume that once it's done and up that people will come and keep coming."
Rosie Houghton, partner – Illustrated Living, Lemon Street Market, Truro & online

"Be organised and committed. Be brave. Don't be afraid to take calculated risks. And learn from experience."
Lisa Malone, partner – Zodiac Interiors, Newquay

"Be adaptable & be in the right market; one that you are passionate about. The passion will pass on to your employees & your customers."

Jen Hallinan, Director with Uneeka Ltd, shops in Boscastle Street, Truro & online

"When I started growing organic fruit and vegetables I was sure of my market before I began"

Tom Petherick, journalist and gardener – Petherick, Urquhart and Hunt

"It is essential in this climate to innovate, customers want stimulation and excitement in the retail environment"

Angie Coombes, general manager – Duchy of Cornwall Nursery, Lostwithiel

There you have it, in 140 characters or less straight from those who have walked the walk, demonstrating the resilience, flexibility and foresight that makes Cornwall such a great place to do business.

As small business accountants, we see many businesses evolve through the various stages of the business life cycle and are proud to support them.

If we had to sum up our Tweet for success, we would say "Keep an eye on your finances. Know your costs, how much money you need personally from your business. Treat this as an expense."

Talking of evolution, an early Tweet from Charles Darwin is must for all businesses: "In the struggle for survival, the fittest win because they succeed in adapting themselves best to their environment."

And from little acorns do Mighty Oaks grow.... Let Harland Accountants help you grow. Call us now on Newquay 08453 883 274, St. Austell 01726 74573 or Falmouth 01326 319191 for a no-obligation discussion. 



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The big debate

The renewable energy sector and its opportunities for Cornwall were up for discussion recently in the big debate, sponsored by chartered accountants Bishop Fleming and held at Cornwall Marine Network's offices

The Government's recent review of the Feed in Tariff (FIT) was always likely to be one of the dominant topics of the debate.

When the last Government first announced the FIT scheme last year, a solar 'gold rush' was widely predicted in Cornwall, with companies keen to capitalise on the huge financial incentives involved and take advantage of the best natural light conditions in the UK.

Whether it just underestimated the take up, or was just an unfortunate victim of the spending review, the Government effectively whipped the rug from under the feet of many business plans, by slashing the tariff for larger projects installed after August 1 by over 70%.

Tim German, renewable energy and partnerships manager at Cornwall Council, conceded that the Council saw the FIT as a huge economic opportunity, not just for the solar industry in Cornwall, but for itself as well.

At a time when the Council was having to make deep public spending cuts, it was planning a 5mw installation of its own in Newquay.

"Literally hundreds of sites were being looked at," said German. "30 applications had been granted in Cornwall with many more in pipeline.

"As a Council we didn't want people coming in on a hit run exercise, we wanted to use local jobs and skills as much as possible, and get local supply chain activity going here as well. People who have already invested a lot of time and money are going to be very badly affected by this."

German said that the Council had "immediate discussions" with the Government about the review. "But they stuck to their guns," he said, "and now the top level has been reduced from 5mw to 50kw – a huge difference."

Andrew Honey, founder of Torpoint-based renewable energy supplier and

installation company Microgeneration, expressed his unhappiness with how the 'consultation process' for the review had been carried out. And he pointed to Germany being a model example of how a renewable energy policy should be managed.

"The Germans see the solar market as a massive industry," he said, "and frankly just don't understand why we haven't managed it better in that respect."

"I was at the Intersolar trade show recently – 20 massive halls filled with technology, equipment, jobs and all the supporting infrastructure."

Honey said that while he understood the economic challenges the country faces, the decision to so dramatically reduce the tariff for larger projects is not going to create the sort of industry they have in Germany.

"It's just going to create small scale mom and pop type capability," he said.



Photos by Toby Weller

- renewables

"And if we want to see manufacturing and other supply chain stuff we really need to go back to it. I believe it will come back in another form, I believe ministers didn't understand Photo Voltaic (PV) at the time."

Katie Ashworth, a renewables specialist at law firm Murrell Ashworth, also agreed that larger projects would return as technology prices came down, but voiced her concern at the damage in credibility to the UK energy market on the world stage.

Jonny Gowdy, programme director at south west renewable energy agency Regen SW, felt that the Government reaction was one of "panic", but conceded it was the Treasury rather than Department of Energy and Climate Change (DECC) that was pulling the strings.

His biggest fears now, however, wasn't what the Government had just done, but what it might do in the future, with the findings of a further review set to be published next April.

He told the panel: "We're already getting feedback that Government is not just looking at tariff levels but the structure in which the FIT is being set up – linking it with energy efficiency measures, which on the face of it could be a good thing, but it could also create extra hurdles making it more difficult to get the FIT and also making it more difficult for small companies that specialise in PV to offer the full services that you would need to achieve energy efficiency."

"I wouldn't want the large insulation companies coming down and picking off all the microgeneration work we can do."

"All of a sudden business confidence has been knocked and they don't want to know"

Getting the message

The panel was unanimous in its belief that more consistency was needed from the Government in their message.

Andy McKenzie, business development manager at environmental business specialist Low Carbon Futures, believes damage has already been done.

"After years of good work building up the reputation and case for the FIT," he said, "all of a sudden business confidence has been knocked and they don't want to know. Businesses don't want to even consider energy efficiency measures at the moment. They are keeping at arm's length away from it, especially after the economic times we've had."

Ashworth believes the Government may have been scared off by the initial excitement that the FIT generated. She likened the Cornish solar gold rush, to onshore wind in Scotland a few years back, where, she says, only 7% of options were actually taken up. She said talk of a "£1 billion" solar rush was never going to happen, and that the Government was frightened off by this potential demand and consequently reeled the tariff in.

"The lesson to be learned is not to overplay these things," agreed Gowdy. "It sends the wrong message to Government and they do over react. We should deal with facts and evidence."

West Cornwall MP Andrew George admitted that the Government could have handled it better, but in the wake of the cutbacks, a review was inevitable.

And he agreed that there needed to be a consistency in message. "The industry needs to have confidence where it's going," he said, "but the Government clearly understands this."

Gowdy disagreed with George on this point, however, pointing out to a recent

The panelists

Andrew George
MP for St Ives



Ewan McClymont
Director of corporate development, Bishop Fleming



Andy McKenzie
Business development manager, Low Carbon Futures



Andrew Honey
Founder, Microgeneration



Tim German
Renewable energy & partnerships manager, Cornwall Council



Katie Ashworth
Partner, Murrell Ashworth



Jonny Gowdy
Programme director, Regen SW



Amanda Pound
Marine renewable services manager





briefing meeting over next year's review. "They warned there would be changes to FIT level and structure but said they didn't know what the changes would be, but they were thinking of all sorts of things. In terms of sewing uncertainty, we came out of that meeting thinking 'crikey'."

Ashworth echoed that investors into the market always expected a review and understood the economic climate, but it was the rush into the review and the uncertainty created that had shaken them.

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

Ewan McClymont, director of corporate development at accountancy firm Bishop Fleming, said the Government had underestimated demand. He said: "They are actually blaming the industry for the take up which has been spectacular. If you look at the figures, they are so skewed towards encouraging large scale arrays, it's no wonder it was so popular."

There was also confusion as to whether the Government ever had a fixed budget for the FIT. George said there was an "implied budget" while German admitted that budget figures were "really a grey area".

German said the review effectively killed off the larger scale schemes in Cornwall, for the time being at least. "The price of technology is coming down all the time," he said. "We always anticipated a digression rate of the tariff to reflect the price of technology coming down. But to offer only 8.5p per kw hour

compared to what it previously was, about 29p, is quite a derisory amount."

He said that "other mechanisms" needed looking at to try and get the larger scale schemes back on track. "The Council is revisiting its plans at the moment," he said. "There are two reasons why we wanted to build one, one is to make money to support activities as a council, and secondly because of leadership, where we can demonstrate leadership in a renewable world which we think is very important. The Council's own site is still being considered as a long-term basis."

Cornwall – a centre for UK renewables?

Wind, waves, sun, Cornwall also apparently has the perfect conditions to progress geothermal, or 'hot rocks' power. But how realistic an aim is it for Cornwall to become a UK centre for renewables?

Ashworth said one of the problems is that Cornwall often works "in a disparate way, working in small pockets".

She commented: "Sometimes I look at it and wonder whether Cornwall really wants to challenge the likes of Scotland who are really starting to plough forward. We need to have more joined up thinking and a county-wide conversation that takes in wave, wind, solar etc. We have an abundance of resources which other areas just don't have."

If it had been more structured they would have understood"

Gowdy added: "We need to put it into perspective, the south west is pretty small beer in terms of mega watts produced. At the moment the south west has just over 200mw installed. 200mw is a medium-sized wind farm in Scotland. And that's after five years of growth.

"But what we do have is niche areas – PV is one area, geothermal is another area. Wave energy in particular is another area where we can be leaders, but in terms of scale of market, still quite small."

But in terms as a centre for knowledge and expertise, particularly in

marine renewables, Gowdy said Cornwall and the south west can be a leader, pointing to the calibre of company already operating in the market such as Mojo Maritime, Seacore, KML, and A&P.

Amanda Pound, marine renewables services manager at A&P Falmouth, agreed and highlighted the "joined up thinking" already taking place in her sector.

She said: "We have all the skills on the marine side of renewables down here in the south west."

"We often hear about the domination in Scotland which has an incredibly strong presence, but we now have our own voice as well and have demonstrated we have all the skills down here and the physical resources as well. And that joined up thinking is starting to come through."

German said there was great potential for the Cornish marine renewables sector. "You have the here and now," explained German, "which is wind and solar; the mid-term, which is geothermal, a proven technology and we have the best resources in the UK and two sites which have planning permission; then you have the longer term which are our marine resources, and those are the discussions where the real interest lies at the moment."

George said the renewables industry needed a clear strategy. "We need a written down and agreed ambition on where we are going to go in next 20 years," he said. "I would like to see a clear indication from the sector where the main opportunities are, which can then be taken to Government so they can see where help is specifically needed."



McKenzie was in no doubt that Cornwall can become a true leader in renewables, and it wasn't just about scale.

He said: "A long time ago the Cornwall Sustainable Energy Partnership got the ball rolling, companies like Microgen were ahead of their time, long before the FIT was making a case for the market. I think with the smart grid idea, with a lot of rural communities being on the end of a piece of string, Cornwall has huge opportunities to embrace this concept, when looking at generation and grid management."

Pound called for a regional centre of excellence. "We should be looking at a renewable energy park in the south west for all renewable energies," she said, "with a 20-year road map that shows how we are going to utilise microgeneration now."

Honey said he was encouraged by the Council's apparent commitment to a low carbon economy. "What has been created has been a breath of fresh air," he said. "Cornwall uniquely has a baseline carbon map, and a programme Clear about Carbon, explaining where carbon fits in with the procurement cycle. We need to make this message more explicit, but the elements are starting to come together."

McClymont added: "Cornwall has all the ingredients and has gone a long way down the road with the Council and the development company in formulating a strategy to make the county more energy efficient."

But he warned that a clear message needs to be sent to the Government, for less tinkering and more encouragement.

Question of finance

One of the main reasons that the FIT came in the first place, of course, is that the UK has EU carbon targets to meet.

By 2020, 15% of the country's power must come from renewable sources. But to give you an idea of how far ahead Germany is, that's a figure it has already moved past. It is looking at 80% by 2040.

Germany is committed to the renewable generation, it has even announced

that it is decommissioning its nuclear power stations, at a time the UK is investing in new ones.

Ashworth said the German market enjoys a far greater public awareness and positive support than here in the UK. Access to finance and investment is also considerably more straightforward, with charges that the banks in the UK just don't understand the market.

It is a common issue, according to McClymont. He said: "If you are a domestic homeowner, with £15k sitting around the bank, solar panels are an absolute no brainer. But for a business, a 50kw installation will cost at least ten times that, which is a big ask for a company when banks won't lend."

"We're hoping the Green Investment Bank will have real credibility and a capability to do proper due diligence"

And the banks feel vindicated in their decision not to lend, says McClymont, when the Government cuts its tariffs.

Gowdy said that banks don't understand renewable energy projects on any level and that's a real problem. He expressed the hope that the Government's Green Investment Bank initiative will change that scenario.

"We're hoping the Green Investment Bank will have real credibility and a capability to do proper due diligence," he said. "It will then perform a function of what we call crowding in – if the Green Investment Bank is investing, it should be a signal to all the other investment bodies."



However, the Green Investment Bank isn't due to be up and running until 2016.

"There is a lease mentality among banks," said Gowdy. "They'll happily lend money to a farmer to buy a tractor, because if push comes to shove they can go and get the tractor back. But PV panels on someone's roof are practically valueless."

McKenzie added: "We've had so many issues of banks coming to us and saying what if FIT stops, what's the saleable value of the installation? And it's not just the banks. Independent financial advisers as well. It can be hard to find IFAs who will even discuss it with clients."

The panelists agreed that Government does appear to like to over complicate things with its green policies. The forthcoming Regional Heat Incentive was touched upon, but again criticised as being "over complicated".

Gowdy said: "All these complicated policies are because we're frightened to bite the bullet and have a proper price of carbon. If we did that, we wouldn't need all these complex policies to encourage business to do all these energy efficiencies. Carbon costs money, let's just have this standard tax and grin and bear it."

All at sea?

Cornwall's marine resources arguably hold the greatest potential for the Duchy to become a leader in a part of the industry very much still in its infancy.

The Wave Hub has seen considerable investment already (some £40M+). But despite it being deployed and ready for action, we find ourselves in the slightly strange predicament of it currently lying redundant on the sea bed, waiting for the rest of the technology to catch up.



Gowdy said a few developers were at the cusp but the technology was nowhere near where it was expected to be. "A few years ago the industry was saying we need Wave Hub, we need it now," he said. "Now we've got it, there is a bit of a hiatus."

Pound admitted that there were currently no developers ready to plug into Wave Hub, but said a pre-commissioning testing facility in Falmouth harbour – FabTest – could soon help change this.

She said: "We have people waiting to come on to the site. Once up and running, I think we'll see a much clearer road map leading up to utilisation of Wave Hub. Testing devices on a small scale close to the dockyard, reduces the risk and developers will be able to really understand what will happen."

"There is a huge focus on bringing technology forward."

"The marine renewable energy industry is really interested in the south west, no doubt about that," said German, "and in Falmouth and Hayle in particular. Developers are really switched on to having a pre commissioning site like FabTest."

George also voiced his optimism for the marine renewable sector, and said while there were no devices currently attached to Wave Hub, a lot of businesses in the south west were already working in offshore wind.

"I am concerned we don't lose too much time," he said. He also touched upon the issue of funding for Wave Hub, and Renewable Obligation Certificates (ROCs).

"If the ROC review is there to review the climate in which these things are going to be brought forward, it might be worthwhile constructing arguments for a justification of a unique financial driver for the Wave Hub project."

Honey agreed and that it should be done quickly that things should progress because Europe is bound to provide competition for Wave Hub.

Ashworth made the point that the marine renewables industry could be a good project for the fledgling Cornwall and Isles of Scilly LEP to get its teeth into. "It is a fantastic opportunity," she said. German reported that he and Jonny Gowdy had already met with the LEP chairman to raise the issue.

"Energy efficiency has almost become a dirty word. But it should be efficiency first, and then generation"

Gowdy said it was important that additional funding was sought for projects like Wave Hub. "Assuming we get parity on the ROCs in the market, the onus is on us to attract additional investment and we need to give that signal that we are prepared to do that. Then all the other things we have, Grid, ports, supply chain, skills, infrastructure, all those come to bear and we're in a really good position."

He suggested some private businesses could even perhaps be encouraged to pay a premium for local marine energy. "If companies like Tesco's and Sainsbury's had a plaque on the wall saying 'We're powered by Cornish wave power', that could be attractive."



The future

The panel was agreed that there is huge potential for the renewables market in Cornwall, but there is a long, long way to go. Renewable energy on a larger scale was needed, but Government policy and spending cutbacks made the picture a little unclear.

Gowdy said: "A report published a couple of years ago said to meet the targets for 2020, a mix of renewable energy is needed and we would need to be looking at over 7GW. Considering we are now at just over 200mw, the first message is that there's a long way to go. We need some big things."

"There's a mountain to climb, but it is do-able. But our projection was based around the policies that were in place in 2008, pre FIT and pre RIH. FIT coming in has improved things, but now the FIT has changed, I'm not sure."

While all the work behind renewable power sources was all very encouraging, McKenzie pointed out that we shouldn't forget about conserving what we've already got.

"Energy efficiency has almost become a dirty word," he said. "But it should be efficiency first, and then generation."

Honey agreed and said that it made good economic sense to lower your energy costs and take a good review of what you've got. "You'll be surprised at what you will be able to flush out," he said.

"My concern is we're making life very expensive for ourselves in the future because we're not doing the right things now. We must get out of that short-term quarterly report type attitude." ➤

Connected Cornwall

Pictures from the UCP and Empowering Smart Women awards ceremonies

The Falmouth Hotel was the venue last month as Truro & Penwith's Empowering Smart Women project celebrated with its awards ceremony.

More than 200 women took part in the Convergence-funded programme, designed to assist women in Cornwall

and the Isles of Scilly to enhance their career and entrepreneurship prospects.

Holly Young of Holly Young Hats picked up the 'most enterprising new business' award, while Rhowen Yoki of Fusion Fashion took the 'inspirational leadership' category. Other winners

included Amanda Barlow of Spiezia Organics, Samantha Smith (CEFAS) and Nicki John of Right Hand Woman.

Meanwhile, St Austell's Keay Theatre hosted the annual Unlocking Cornish Potential Awards (UCP). For a full list of winners, please turn to page 7. ➤

Empowering Smart Women Awards



All captions L-R ① Amanda Barlow, Rhowen Yoki, Holly Young, Nicki John and Samantha Smith ② Daphne Skinnard from BBC Radio Cornwall
③ Empowering Smart Women project coordinator, Heather Forster

UCP Awards



① Andy Peters (UCP), Sandra Rothwell (Cornwall Council), Cherish Maxwell (Cornish Crabbers), Peter Thomas (Cornish Crabbers), Allyson Glover (UCP) ② Debbie Wilshire (Cornwall College), Sarah Wooding (ShelterBox), Tom Henderson (ShelterBox) ③ Aren Grimshaw
④ Rosa Pedley (Wild Card), Kathryn Woolf (Sea Communications) ⑤ Simon Gill (PSG Cornwall) ⑥ Marcus Hold (Engineered Arts)

The

Billington Bulletin

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



Introducing....Otter Surfboards



▶ James Otter

When I meet James he is sitting in the Blue Bar in casual clothes and work boots, drinking a cup of coffee and looking out to sea.

James Otter; director of Otter Surfboard is not a salesman in any way. He is a craftsman and as I ask him about his successes he shifts uncomfortably in his seat, appearing a little embarrassed.

Otter Surfboards launched in November last year run single-handedly by James, following his degree in 3D Design.

He is originally from Buckinghamshire but visited Cornwall for holidays growing up and moved here after his final year. Since then he has set up his own workshop (explaining the work boots!) and opened shows for art galleries locally. He sells to two primary markets: the surfing community and also those who purchase the boards as artwork.

Personally, I found it hard to envisage anyone having a surfboard as a piece of art. Then I saw her. Single Diamond was her name and she was the sleekest looking wood (fibreglass finishing apparently). I had this overwhelming urge to touch it and despite the fact that I have never gone surfing – I wanted one.

The current range includes four types of boards, handplanes, T-Shirts, boardbags and 100% natural wax. Environmentally friendly is a very important part of the company ethos and James is very passionate about only using sustainable yet durable materials.

He describes his boards as thoughtful, beautiful and fun. Boards are made to order so they are completely bespoke and can be customised. He even offers customers the opportunity to get involved, get their hands dirty and help create their own board.

James' approach is so refreshing to see in business. He is 24, vibrant and energetic – truly a breath of fresh air. Above all it is his self-deprecating nature and pure passion for his trade that stand out. So what does the future hold for Otter Surfboards? He plans to just see how it goes "if you don't try, you'll never know right?" he shrugs.

It's only as I'm making small talk and packing my stuff up that I discover he is building a board for the SAS, is a member of Cornwall Craft Association and that he just won Best Newcomer award. Alongside this he recently opened an art show at Trellissick and won himself associate membership of the Devon Guild of Craftsmanship.

"If you don't try, you'll never know right?"

Finally, he mentions that he is currently working in collaboration with Bear Surfboards: a global company who have asked him to supply boards for them, giving him greater brand power. As he leaves the bar with a spring in his step I feel like I've learnt a lot this morning and my deadlines seem slightly less important.

Ironically, there is something inherently Cornish about James that makes me reflect on my deadlines and think "I'll do it dreckly". ◊

Tremough....In the know!

Following the success of Pool Innovation Centre, a new innovation centre is due to open in late January 2012 adjacent to the Tremough campus on the outskirts of Falmouth.

The new centre will house up to 70 businesses with offices of varying sizes, four shared meeting rooms, break

out spaces, a shared work-space area (FormationZone) to support the incubation of early stage businesses and a modern conference facility with high quality video conferencing.

The innovation centre will be a supportive and collaborative environment with business mentoring and advice clinics, peer-to-peer support

and direct access to business support organisations. It will also enable access to a range of excellent resources including postal service, telephone facilities, reception service, car parking, out-of-hours security and conference facilities with preferential rates.

Best of all, the centre is aimed at passionate innovative

start-up businesses and is designed to enhance the growth of Cornish enterprise! All applicants should be at ideas stage, early business stage, or can be an established business with a new product or service to develop.

The centre is looking for applicants that demonstrate

Agile on the Beach

I have been wondering what on earth is this Agile stuff everyone is tweeting about?

I have now researched it extensively and the word-perfect dictionary definitions don't resonate with me or make it any clearer.

So, after asking the people in the know (Oxford Innovation & UKNetWeb), it appears that Agile is a different approach to developing and writing software.

It focuses on being more efficient and effective, which reduces the risk of projects running over budget and schedule. Using Agile, tasks are delivered faster, at a higher quality, with less problems.

Companies such as the BBC, GE Energy, Yahoo, the Financial Times and The Guardian are already using it and the UK Government is also moving to adopt Agile.

The first Agile conference

to be held in Cornwall is taking place September 15-16 and will feature some of the most respected speakers in the field today from the UK and the USA.

So do you have to be a "techie" to attend this conference? What will "us normal people" get out of the experience?

The conference will allow participants to gain a full understanding of what Agile is, how it has been adopted in large organisations like HSBC bank and how companies in Cornwall are using Agile to compete internationally. The speakers at the conference will explain how adopting Agile could have an impact on the bottom line of your business, making it more efficient and therefore more profitable.

Now it's sounding clearer to me and what my business will achieve, I may be booking my place soon! ▶



innovation, passion, commitment, high standards and potential for growth. And with office rates starting from as low as £150 per month (inclusive

of services), it could be a wise investment!

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The last word

Adrian Richards – BF Adventure

Name: Adrian Richards
Company: BF Adventure
Job title: Chief Executive Officer

What did you want to be when you were young? **A fighter pilot or failing that a lollipop man!**

What was your first full time job? **Apprentice cabinet maker and antique restorer.**

What is your best quality? **A positive outlook.**

What is your worst quality? **Needing to remind myself that Rome wasn't built in a day!**

What is your favourite book? ***The Hitch-hiker's Guide to the Galaxy.*** 

What is your favourite film? **Big Wednesday.**

What is your favourite restaurant? I can't recall the name but it's a local fish restaurant in Sagres Portugal, a sizzling seafood skewer followed by a chocolate mousse to die for!

How do you like to relax? **In the ocean.**

If you could build a house anywhere in the world where would it be? **On the beach at Taranaki in New Zealand.** 

If you could be a superhero, what superpowers would you like to possess? **Time travel and gills – the ability to breath underwater.**

Who was your teenage pin up? **Jet from Gladiators.** 

Can money buy happiness? **No but a little helps to oil the wheels.**

Most annoying TV personality? **Harry Hill.**

What has been the best moment in your career? **Being offered the CEO role at BF Adventure.**

What has been the worst moment in your career? **Having to close one of my**

hostel sites whilst acting as operations manager Cornwall and Devon for the YHA.

What do you begrudge spending money on? **Car parking in Cornwall.**

If you only had £1 left in the entire world, what would you spend it on? **A lottery ticket.**

What's the best thing about Cornwall? **Its coastline, stunning views, great beaches and the surf.**

What is the most valuable lesson you have learned in life? **Every cloud has a silver lining.**

What makes you happy? **Family and a day at the beach.**

What makes you angry? **Rudeness.**

If you could invite any two people for dinner, who would they be and why would you invite them? **Stephen Fry – as the fountain of all knowledge and Laird Hamilton – Hawaiian extreme waterman – to hear what it feels like to face a moving mountain of water.** 

What could you not live without? **My family and time in the ocean.**

What's the greatest invention ever? **The World Wide Web – for its endless potential and for bringing the planet together (key driver in worldwide political change and in improving human rights amongst other things).**

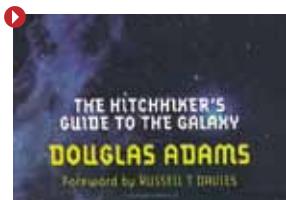
What's your favourite holiday destination? **Bali, Indonesia.** 

When is honesty not always the best policy? **Trick question!?**

What's your #1 ambition? **To still be making a difference and enjoying it throughout the rest of my life.**

What was your biggest mistake in life? **Waiting six years to propose to my wife!**

Describe yourself in three adjectives: **Positive, intuitive, adventurous.**



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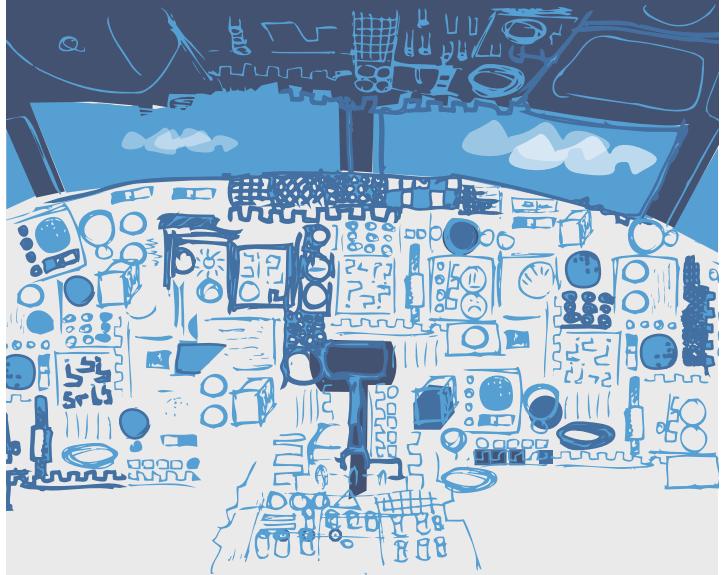


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A photograph of a red wooden A-frame sign on a beach. The sign has white lettering that reads "NO LIFEGUARD ON DUTY". It is positioned on a white wooden beach chair stand. In the background, there is a sandy beach, some orange and brown wooden beach fencing, and a clear blue sky.

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