

# Business Cornwall

Issue 48

[www.businesscornwall.co.uk](http://www.businesscornwall.co.uk)

March 2011

## Fully covered

Face to Face with Cornish  
Mutual MD Alan Goddard

Also

- ▶ Bush Telegraph in profile
- ▶ International Women's Day
- ▶ Survey results

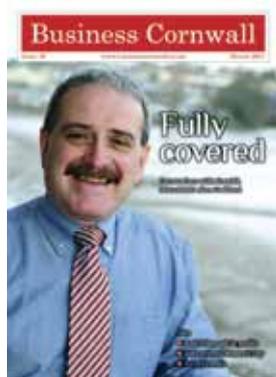
# Insuring what you do naturally

Tel 0845 900 1288

[www.cornishmutual.co.uk](http://www.cornishmutual.co.uk)



Our products: Farm Business Home Personal Accident Let Property Special Events Fleet



## Business Cornwall

Tel: 01209 718688

[www.businesscornwall.co.uk](http://www.businesscornwall.co.uk)

### Editorial Director

Nick Eyrie

Email: [nick@businesscornwall.co.uk](mailto:nick@businesscornwall.co.uk)

### Sales Director

Toni Eyrie

Email: [toni@businesscornwall.co.uk](mailto:toni@businesscornwall.co.uk)

### Business Development Manager

Rhys Bonney

Email: [rhys@businesscornwall.co.uk](mailto:rhys@businesscornwall.co.uk)

### Designer

Andy Peat

Email: [andy@andypeatdesign.co.uk](mailto:andy@andypeatdesign.co.uk)

Business Cornwall magazine is published 10 times a year by:

### Tonick Business Publishing

The Old Farmhouse  
Nancemellin Camborne  
Cornwall TR14 0DW



Registered under the Data Protection Act

All rights reserved

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



Business Cornwall is printed on 130gsm Hello silk paper supplied by Robert Horne and printed in Cornwall by St Ives Roche Ltd



Business Cornwall is a proud sponsor of Arts & Business



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



# Contents

Issue No.48

## ▶ Survey 4

Is Cornwall a good place to run a business? We reveal what businesses think

## ▶ Digest

### General

Government calls for FiT review 5

Pete Waterman to speak at Business Awards 6

### Creative & IT

Absolute reorganisation 8

### Marine

Crabbers on the Continent 9

### Tourism

£1.7M Haven investment 10

### Construction

Business Park space snapped up 11

### Food & Drink

Rock brewery sold for £20M 12

## ▶ International Women's Day 14

Outset Cornwall's inspiring women celebrate International Women's Day, which takes place this month

## ▶ Business Clinic 16

Business experts in the clinic this month from Partner to Succeed and Business Link

## ▶ Company Profile 19

Truro-based telecoms and IT specialist Bush Telegraph in profile

## ▶ Face to Face 22

"If I had gone into the forces it would have been a mistake, I have to say. But it's worked out well." We meet Alan Goddard, managing director of insurance company Cornish mutual

## ▶ Regulars

Commentary 5

On the Move 13

Events & Networking 28

The Last Word 30

YTKO's Kate McEwen

# Cornwall – a good place for business?

According to the findings of a survey conducted for **Business Cornwall** magazine by accountancy firm Bishop Fleming, Cornwall is facing something of an identity problem

We asked businesses for their views on Cornwall being a good place to run a business, and more than half (52%) said they would choose the Duchy as the ideal base if they were starting all over again.

However, 38% conceded that it might be easier to locate a start-up business somewhere else, while less than 10% said that they would choose somewhere else if they were starting their business again.

We also canvassed business opinions on the effect they thought the recent unitary status would have, and the likely impact of the forthcoming Local Enterprise Partnership.

Less than 15% of respondents believed they will transform Cornwall's standing as a business location, while most (57%) thought that it will take at least six months to see the effectiveness of these two bodies.

According to Ian Fraser, partner in charge of Bishop Fleming's Truro office: "More significant, perhaps, is that more than a quarter of our respondents (28.5%) said that most people still seem to believe that Cornwall's focus should be on holidaymakers, rather than on being a home for ambitious businesses.



## Hang on to your hat

Optimum Connect is Datasharp's superfast data connection, enabling Cornwall businesses to work quicker, better and more efficiently.

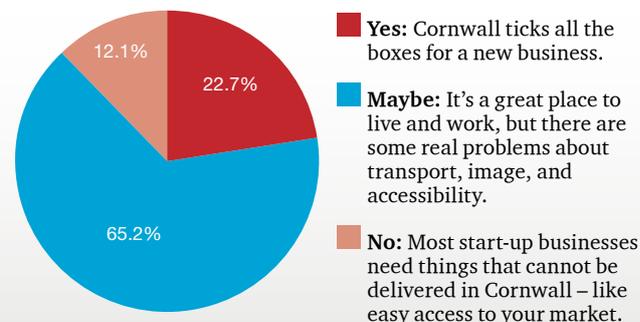
Our experts specify the most appropriate connection for your business, selecting from a portfolio including fibre-optic cabling and Ethernet first mile. We can get your business moving at speeds you've never seen before, with cost savings to boot.

Feel the speed of success.  
Call today.

optimum.connect@datasharp.co.uk  
www.datasharp.co.uk  
0800 027 7064



### Would you recommend Cornwall as the location for a start-up business?



Source: Bishop Fleming

"Cornwall clearly has an image challenge: of course we want to sustain its reputation as a superb holiday destination – but our economy demands that we command the attention we deserve as a serious location for serious business."

Almost half (42.5%) were adamant that Cornwall is good for business, despite being one of Britain's most remote locations, thanks to low staff costs, great quality of life, and the benefits expected from the LEP and broadband plans. For slightly more respondents (45.5%), the jury is still out.

Crucially, perhaps, just 23% would recommend Cornwall as the location for a new start-up company, with 65% saying they would hesitate to recommend Cornwall as the place to start a business.

One respondent said: "Having spent the last six years trying to make my business work in Cornwall, I've reluctantly decided that I must make the move back to central England.

"People outside Cornwall see it as a holiday destination – because that really is what it is best at. As soon as potential clients are told that "We're based in Cornwall" a barrier goes up."

Another said: "The whole economy in Cornwall is dominated by the public sector. Everything from recruitment, exporting to finding premises entails having to endure a platoon of Convergence funded bureaucrats. Sweep all this aside and let us get on with creating wealth."

Broadband issues also remain: "Despite broadband priority, at our location we only receive a minimal signal, just enough to elevate us out of dial up. It's frustrating and annoying, and slows things up."

It was by no means all negative, however, with one respondent set to expand: "Cornwall is excellent for business," they said, "and we are just about to launch our second one so it's a great place to be." ❖

## Fuelling discontent

**Cast your minds back 11 years to the fuel protests that brought much of the UK to a grinding halt.**

The spectre of having to pay 80p a litre provoked widespread civil action, yet today as fuel hits record highs of £1.30+, there are few signs of repeat scenes.

This is not to say there aren't growing feelings of discontent and unhappiness at the situation, however. There have been increased calls from many quarters for a fuel duty stabiliser to be brought in to help rural areas, as pledged by the Conservative Party in its manifesto.

While a 5p a litre discount scheme is being trialled, it is only being done so

on the Isles of Scilly and other islands off the Scottish mainland.

Meanwhile, hopes for duty stabiliser are appearing to be downplayed by the Government, which fears that it is simply too complicated and unworkable, with many lengthy European hurdles standing in the way.

The scrapping of a further 1p duty rise in April seems a more likely bet, but exactly why UK fuel prices continue to head north is something of a mystery.

In Europe prices saw a 4.3% drop between the middle and end of January reflecting a 4% drop in NW Europe wholesale costs in the same period. Retailers in the UK, however, have not passed these savings on.



The UK currently has the eighth highest unleaded price in Europe and the second highest diesel price. While the UK average diesel price in February was £1.34 a litre, across the channel in France it was £1.18.

And to make you feel even better, in America the average cost of a litre of diesel is just 57 pence.

Some things just aren't fair! ♦

**Nick Eyriey**

## Digestgeneral

Sponsored by



www.cornwallchamber.co.uk

## Government calls for FiT review

**The Government is looking to put the brakes on in Cornwall on the scramble for solar power farms.**

Planning permission was granted last October for the UK's first power farm, near Bodmin, and the Council has said that more than 60 companies have expressed an interest in setting up solar farms in the county.

However, there are fears that the commercial sector could eat up too much of the money set aside to fund the Feed-in-Tariff (FIT) scheme, which was initially devised with homes and small businesses in mind.

And now the Government has called for a "comprehensive" review.

Energy secretary Chris Huhne said: "Because of the risk of an increasing number of large scale solar farms which could push feed-in tariffs off track, and the need to give industry added certainty to invest, the coalition is announcing a comprehensive review into the scheme.

"Large scale solar installations weren't anticipated under the FITs scheme we inherited and I'm concerned this could mean that money meant for people who want to produce their own green electricity has the potential to be



♦ Sunny side: Solar fears

directed towards large scale commercial solar projects."

Cornish heating and eco energy installer, Govan Ltd, has backed the Government's announcement.

MD, Daryl Govan, said: "We are not against large scale solar developments; we think they provide a major contribution to our sustainable electricity generation targets. However, the FIT incentive was originally intended for the support of micro-generation technologies – the clue is in the name – so the Government's review simply serves to put the incentive back on track."

It is unlikely that the Government review will halt the building of large scale solar developments, but will rather look to prevent such developments from being eligible for the FIT tariff. ♦

## Confusion strikes GBI

**There was fresh confusion last month over the future of a funding stream through the ERDF Convergence Programme.**

While the Government quietly announced last year in its Spending Review that it was closing the capital grant scheme – Grant for Business Investment (GBI) – it was expected to continue in Cornwall through the Convergence programme, as it requires no Government match funding.

However, the South West RDA called a temporary halt to new applications in Cornwall last month, amid concerns that the Government had issued a blanket moratorium.

Thankfully, the confusion has now been cleared up and the RDA is again taking GBI applications, although the use of the phrase "for the time being" should be perhaps be noted. ♦

## Top award in China's hands

**China Fleet Country Club, Lost Gardens of Heligan and Cornish Cottages were among the winners at the 2011 Excellence in Business Training Awards.**

China Fleet won the Training Programme of the Year Award and was also crowned ultimate winner of the night when it collected the Business Excellence Award.

The annual Excellence in Business Training Awards, hosted by Cornwall College Business, recognises exceptional

training and development in organisations across the south west.

The Lost Gardens of Heligan was crowned winner of the outstanding commitment to training (SME) award for its continued investment in developing their staff and business. Cornish Cottages won the outstanding commitment to graduate development award for its work with Unlocking Cornish Potential. ▶



▶ Winner of winners: China Fleet

## New MoD deal for airport

Newquay Cornwall Airport has begun a first in the country deal with the Ministry of Defence (MoD) for a two and a half month flight training scheme.

The agreement, made between Cornwall Airport Limited and the MoD, sees the RAF and Naval bases around the UK to undertake their flight training requirements at the airport and the skies above, until the end of April.

Airport MD Al Titterton said: "The use of the airport for flight training makes

sense as the long runway and uncongested airspace is ideal for this type of activity. The strong relationship between the Airport and the MoD has been maintained and hopefully this agreement will create further opportunities for military flight operations at Newquay."

The agreement between the MoD and Newquay Cornwall Airport will run until April 30. ▶

## Manufacturing optimism

**The latest quarterly South West Manufacturing Barometer has revealed that the region's manufacturers continue to record increased turnover levels.**

According to the survey, which was commissioned by the Manufacturing Advisory Service in the South West (MAS-SW), 64% of manufacturers reported an increase in sales turnover in the last quarter of 2010, an increase of 11% from the previous quarter, and 18% up on Q4 2009.

Orders were also up, with 54% reporting an increase from October to December, similar to the response in the previous quarter. Overall, 2010 showed an increased level of orders compared with 2009. ▶

## Pop guru to present awards



▶ Pete Waterman: Back to the 80s

**Music industry supremo Pete Waterman has been confirmed as the celebrity speaker at this year's Cornwall Business Awards.**

In a career spanning some 40 years, Waterman has sold in excess of 500 million records worldwide and been instrumental in the development of dozens of 1980s pop superstars such as Kylie Minogue, Rick Astley and Bananarama.

Last year, Waterman penned Britain's Eurovision entry – That Sounds Good to Me. Unfortunately, however, it didn't sound good to many others, as it finished bottom.

Around 300 business leaders are expected to attend the awards dinner at St Mellion International Resort on May 19.

(www.cornwallbusinessawards.co.uk) ▶

## Cornish Open Day

Cornish brands will be converging on London later this month for the second annual Cornish Press Open Day.

The event, which will be held in fashionable Soho on March 22, will showcase a range of creative Cornish lifestyle brands to the London-based national media.

Among the brands showcasing themselves this year will be 100% Organics Skincare, Blacker Designs, B Skincare,

Mirri Damer Jewellery, Poppy Treffry, Rick Stein, Scilly Flowers, Seasalt Clothing, St Eval Candles, The Eden Project, Trevarno Skincare and VisitCornwall.

The event was created by Lucy Jenner-Brown of Newquay-based PR agency Minky Publicity. She explained: "The brands showing lead the way in style and design, fully deserving the media attention this showcase brings and is why this event is so well supported by the press." ▶

## New office showroom

**Redruth-based interiors specialist, Office SMART, has opened a furniture showroom within the Pool Innovation Centre (PIC).**

The showroom, which is located on the ground floor, showcases a selection of furniture ranges, including office furniture.

Managing director Barry Wilkinson said: "Office SMART worked closely with the team at PIC to furnish many of the offices, including the meeting rooms and public areas, so we are really pleased we now have a dedicated space where we can display more of the exclusive ranges we are able to supply to businesses and hotels." ▶

# Flybe. A better business case from Newquay.



**flybe.com**

Keeping Business on the move

## Datasharp set for best year

A leading UK telecoms and photocopier solutions company is predicting its best year ever, as it enters its fourth decade as a leading employer in the city.

Datasharp has its head office in Truro Business Park and supports a growing network of regional offices across the UK.

And it is poised for expansion with new products and services that are expected to deliver the company's most successful financial year to date.

This includes its Optimum Connect superfast broadband package, which provides fibre-optic and high-speed Ethernet first-mile technology to give clients the fastest and most reliable telephone and internet connectivity.

CEO Paul McIntosh said: "Datasharp has shown that it's not all doom and gloom in business and that we – and Cornwall – have a great deal in the future to be excited about.

"We believe there are exciting times



▶ Directors (l-r): Allan Williams, Paul McIntosh and Jane Cockcroft

ahead and even in this challenging economic climate we are forecast to have our best financial year yet." ▶

## An Absolute reorganisation

Falmouth-based design agency Absolute Design (Cornwall) Ltd has gone into liquidation.

Following the company entering a Voluntary Creditors Liquidation last month, the majority of the staff, including founder Helen Blake, have been retained to work for two new companies that have been formed as result of the liquidation, Absolute Graphics (Cornwall) Ltd and Absolute Interiors (Cornwall) Ltd.

In a statement, the company said: "The reason for the fully planned 'birth' is to separate the two main functions of

the Absolute business and allow both to flourish in their own right. Given the current economic climate, the new Absolute structures allow the operation a crucial opportunity to write off a number of significant bad debts and realise a range of effective financial benefits.

"The alterations have also allowed the injection of vital fresh investment and a new director for both companies, allowing Helen Blake to once again become much more involved in the creative direction and delivery of all work." ▶

## Creating an impression

It's not what you say, it's the way you say it – that's the message from Cornish voice coaching expert Matthew Clarke.

According to a leading theory, 55% of human communication is with body language, just 7% on content and a whopping 38% on what you sound like.

And Clarke, who has worked as a broadcast journalist for nearly 20 years, has embarked on a mission to not only get the Duchy's business people heard, but also listened to.

He said: "When launching Kernowpods.com, I was thinking what other broadcast skills would be useful, and everyone uses their voice for business. It's the oldest method of communication, yet if we all use it so much, why aren't businesses doing more to improve it and use their skills?"

"When face to face networking, you want to make sure people remember the most important things you say, because that means money to you. You've got to use your voice to make that 7% count."

Tel: 01209 610890 ▶

## Suzie goes solo

Local journalist and PR executive Suzie Smith has set up her own consultancy.

As well as offering the standard retained PR packages, Suzie Smith

Media Consultancy also offers to work for clients from their own premises. "I think it offers a more personal touch," Smith said. ▶

## People's Champ from Falmouth

A Falmouth-based freelance digital designer has won an international design award for his work designing and building the website Club of the Waves.

Andrew Couldwell won the People's Champ Award at the Pixel Awards in the Art Category. Each category has two winners, a panel of judges decides one winner, and the second winner is decided by a public vote. The combined number of votes for all of the People's Champ winners was over 35,000.

The Pixel Awards annually honours compelling sites that have shown excellence in web design and development. They are based in California and feature entries from all over the world including the UK, Canada, North America,



▶ Splash: Club of the Waves website

Belarus, New Zealand, Australia, and South Africa. ▶

## Radix sales rise

Penryn-based copywriting agency Radix Communications has reported a 31% rise in turnover.

In its third year of trading, ended November 30, the company saw revenues lift to £103k.

In the early part of the financial year, Radix also expanded its team with the appointment of Matt Godfrey as account manager. It now has two full-time employees and one part-time project manager. ▶

## Lavery at Marine School

**Cornwall Council chief executive Kevin Lavery visited Falmouth Marine School last month to learn how the courses are boosting employment in the marine industry.**

Lavery was given a tour of the woodwork workshop at Ponshardon to meet students on the Yacht Fitting & Composites C&G Level 3 course.

He was also given a demonstration of resin infusion; a technology that is taught to the students and local businesses through the Marine Innovation Service.

Lavery said: "I was delighted to see at first hand the latest innovations being taught to the students and offered to local businesses. This is an example of how Falmouth Marine School is bringing leading edge boatbuilding practice to Cornwall, thereby ensuring our county's firms are well positioned to compete in the global marketplace."

Lavery also visited the main site on Killigrew Street and toured the Marine Engineering workshop and Science laboratory." ◀



▶ Attention: Kevin Lavery at the Marine School

## MP speaks out over coastguard cuts

The MP for St Austell & Newquay, Stephen Gilbert, has spoken out in Parliament against the potential cut in coastguard services affecting Cornwall.

The Government is currently consulting over a reduction in the number of coastguard control centres from 18 to three with five sub centres operating during daylight hours only.

This would see the closure of the Brixham control centre and the downgrading of Falmouth, having an impact on both the north and south coasts of the MP's constituency.

In the debate, he said: "Falmouth is already a centre of excellence for what it does; it is the place the rest of the world looks to learn how to do such things. It concerns me greatly that the Government



▶ Stephen Gilbert: "Concerns"

choose, outside of anything mentioned in the coalition agreement, to consider the reforms." ◀

## Setback for harbour plans

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

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

Maerl is a hard, red algae that only exists in a handful of areas around the coast and can take up to 8,000 years to form.

However, Falmouth Harbour Commissioners (FHC) and A&P Falmouth, who are behind the scheme to dredge the harbour, insist this is not the end of their ambitions, and further work will be put into the application. ▶

## New training facility at A&P



▶ Deal: Commodore Preston with Tom Simpson

**A state-of-the-art training facility – the first of its kind for the Royal Fleet Auxiliary (RFA) – has opened at A&P Falmouth.**

The training room, which simulates the computerised working system of the RFA's Bay-class ships, is part of the

successful Cluster programme between A&P and the MoD.

It will be used to train RFA staff in trials, tests and fault-finding – without the risk of damage on board a ship.

Commodore David Preston, the RFA's head of afloat support said: "This will bring great efficiencies in the way we do our training and the ships' companies will derive an awful lot of benefit from it. The possibilities are endless."

Tom Simpson, MD of Imtech Marine and Offshore Ltd, which built the system, said: "I've been fortunate enough to follow this project from its inception and this facility is the natural progression in Imtech's commitment to the through life support of the vessels. I'm delighted to see it operational." ▶

## Crabbers in Europe

**Rock-based boat builder Cornish Crabbers has been busily expanding its business on the continent.**

The company displayed one of its famous Cornish Shrimpers at the recent Dusseldorf Boat Show, and came away with two new distributors in Germany and the Netherlands.

MD Peter Thomas said: "We're really pleased with what we have achieved at Dusseldorf boat show. We aimed to raise awareness and sales of our brand for export and now have two new distributors taking the Cornish Shrimper on a tour of the major boat shows throughout Germany and the Netherlands, putting Cornish Crabbers firmly on the map." ▶



## Haven sent investment

**Haven Holidays has launched its biggest-ever recruitment drive for its two Cornish holiday parks as it invests £1.7 million at the resorts.**

It is hiring 300 people at Haven's Perran Sands Holiday Park near Perranporth and Riviere Sands Holiday Park near Hayle, an increase of 10% on last year's recruitment.

It comes as Haven continues its investment programme, with the swimming pool at Riviere Sands is being given a £550k refurbishment.

Meanwhile at Perran Sands, 32 old-style chalets the entertainment venue is being given a £700k upgrade, with further plans to provide a climbing wall. ▶



▶ Haven Holidays: Perran Sands

## Gardens? What gardens?

Recent market research of people's perceptions of Cornwall has thrown up some intriguing results.

VisitCornwall wanted to understand from people who had never visited Cornwall before, what they would be looking for from a holiday in the Duchy, and discovered some of its greatest assets don't appear on the radar of many.

Once here, people enjoy Cornwall's gardens, arts and culture and industrial heritage and return for these reasons, but the survey discovered a low level of recognition

of these sort attractions among people who had never visited before.

VisitCornwall chief Malcolm Bell said the findings showed Cornwall needs to look closely at how its markets itself to the rest of the country. He said: "People who love gardens, for instance, know about Cornwall, but we need to sell it to people who are not necessarily garden fanatics."

To listen to the full exclusive interview with Bell, go to the Audio Blogs section on the Business Cornwall website. ▶

## Blue Chip boom

**Self catering holiday homes specialist Blue Chip Holidays is reporting bookings up by 86% compared to the same time last year.**

The company has 800 holiday homes across the south west, Wales and the Isle of Wight, 40% of which are in Cornwall.

Bookings in Newquay, where the company has over 160 properties, have risen 158%, while business is also growing rapidly in St Ives and Looe, with figures up 231% and 161% respectively. ▶

## Cornwall's hotel secret



▶ Mount Haven Hotel: A top secret

**The Mount Haven Hotel & Restaurant in Marazion has been named as one of the top nine secret hotels in the world by travel website budgettravel.com**

The only hotel in the UK to appear in the list, Mount Haven Hotel & Restaurant features alongside hotels from Jamaica, Italy and the French Riviera, amongst others.

Each year, Budget Travel scouts out undiscovered hotels in popular destinations and selects what they deem to be the best and cost less than \$210 (£132) a night. ▶

## Different Aspects

A new website offering the opportunity to enjoy a wide range of Cornish activities and experiences has been launched by self-catering holiday specialist Aspects Holidays.

The experiencecornwall.com website provides visitors access to a range of fully organised experiences – from surf lessons to llama trekking.

Aspects' business development manager Damian Sargent, Experience Cornwall is a direct result of recognising changing visitor needs after several busy years. ▶

## New eco retreat opens

A luxury holiday retreat, believed to be one of the most ecologically friendly in the country, has opened in Carnmenellis, near Stithians.

Little White Alice is a £1.25 million project devised by entrepreneur Simon Toft and artist Rosie Hadden, comprising six holiday homes in 25 acres of land and offers quality carbon-free holidays.

The holiday homes are self-sufficient in energy and water and boast ground source heating, a wind turbine and a fresh



▶ Little White Alice: Fresh water pool

water natural swimming pool filtered using a reed bed system. ▶

## Greenbank Fal River Festival

**The Greenbank Hotel has been unveiled as title sponsor for this year's Fal River Festival.**

Growing year on year, this is the first time that the event has presented the opportunity for a single title sponsor.

Celebrating life on and around the River Fal, the Greenbank Fal River Festival, as it will be known this year, takes place from May 27 - June 5. ▶

## Return to Portloe

**Cornish specialist design and build company Ecohouse has started work on a new project in Portloe.**

It is familiar territory for the company, as it project managed the build of the original home two years ago, and has returned to add stunning studio space and a car port.

The planning design was carried out by the award-winning Derbyshire based architects Evans Vettori, who also designed the home.

Ecohouse director Robin van der Bij said: "It is such a glorious spot and such an amazing home. We are really proud to have been offered the contract for the studio and carport project. It has been great working with Evans Vettori and we are thrilled to be working with such great clients again."

The studio will be a 40sqm space with a flat roof extending to form a car port for two vehicles. The work should be completed by early summer. ▶



▶ Home comfort: Ecohouse's Portloe

## Strong start for Laurence Associates

Turo-based planning and architects consultancy, Laurence Associates, has restructured following the departure of a director in the New Year.

MD Laurence Osborne, together with

planning director, Richard Marsden and design director, Jason Pledger are looking forward to reinforcing and expanding their well-established client base, and continuing to provide a quality professional service.

Osborne commented: "We have made a strong start into the New Year, with significant contacts from both existing and new prospective clients, together with a good number of new instructions." ▶

## Housing market sluggish



▶ Unsold: Slow demand

**The housing market in the south west remained sluggish during January, due to continued lack of buyer demand**

**and low levels of supply, says the latest RICS UK Housing Market survey.**

3% more surveyors in the region reported that demand for property fell rather than rose (from -7 in December), indicating potential purchasers remain cautious about the outlook for the economy.

New instructions, which indicate supply levels to the market, were much more positive, however, with 21% more surveyors reporting instructions rose rather than fell, a significant improvement from -14% in December.

Meanwhile, 28% more surveyors in

the region reported house prices fell rather than rose in January.

Commenting on the situation here in Cornwall, Jeff Cole of Wadebridge-based Cole Rayment & Whŷite, said: "A very quiet start to the year although it was busier later in the month with a few good sales being agreed. There are some good buyers but they want 'value for money'." ▶

## Spiral pedal power

**Staff from Helston-based Spiral Construction have raised more than £2k for charity.**

Marking the company's 25th anniversary, ten workers spent two days cycling some 80 miles around Cornwall to raise money for the Precious Lives Appeal, Help for Heroes and Leukaemia Research.

The event was organised by Spiral's purchasing manager Pete Bell, who commented: "We felt it was a good idea to mark the company's anniversary with something involving our team and also to raise some money for some very worthwhile causes." ▶

## New Lighthouse for Newquay

Newquay's forthcoming new four-screen cinema complex has officially been named.

Lighthouse Cinema, Newquay, is due to open in the late spring and will generate 25 new jobs in the town.

It will be the first purpose-built fully-digital cinema in the south west and will seat more than 650 people.

Mark Williams from WTW Cinemas said: "With the external appearance of the building, we felt that Lighthouse Cinema represented a good name for Newquay."

The amenity was designed by NBDA Architects. ISG Pearce was appointed as the main contractor. ▶

## Falmouth office space a Priority

**Developer Priority Sites has signed three new deals on its £4.8 million Falmouth Business Park office development, which means just one unit from the original ten remains available.**

Cornwall Marine Network, which supports the development of Cornwall's marine industry sector, has expanded from its existing 1,861 sq ft unit on the park into an identical neighbouring unit on a 15-year lease.

Cornish fashion brand Seasalt, which already occupies two two-storey office units on the park totaling 7,120 sq ft, has bought a third single story office of 950 sq ft to cater for its continued growth. And email marketing company Jarrang has taken a 950 sq ft single-story office on a six-year lease. ▶

## Sharp's sold for £20M

Rock-based Sharp's Brewery Ltd has been sold to global brewing giant Molson Coors in a deal worth £20 million.

With former owners Nick Baker and Joe Keohane having both left the business, the deal will inevitably lead to fears that Sharp's will lose some of the identity that has made it and its flagship beer Doom Bar so popular in recent years.

However, Molson has moved quickly to allay such concerns. Martyn Cozens,

sales managing director (Wales and West) for Molson Coors, said: "We are 100% committed to this brewery at Rock and we are going to invest.

"There are 70 people in the Sharp's business and we have no intention of making any changes. We see it as important to protect and maintain the uniqueness and distinctiveness of this business."

Baker also insists his old company is in safe hands. He said: "We have worked exceptionally well with Molson Coors for many years and they have played

an important part in the growth of Sharp's Brewery.

"It was, and is, important to us to know how Molson Coors will manage Sharp's and their plan to invest in developing the brewery at Rock and the Doom Bar brand is spot on."

Emma Bebbington, who was previously Molson Coors' regional director of free trade in the Midlands, has been named general manager at Sharp's. ▶



## Skidders expands warehouse

Skidders Brewery has expanded again with the acquisition of a further 10,000 square feet of storage and distribution space adjacent to its headquarters at Newham, Truro.

The company has taken over the premises previously occupied by Truro Farm Machinery, which has moved to Mitchell.

As a result, Skidders is no longer operating its 'satellite' locations at Chacewater and Devoran, and the move means a net increase of 50% in storage capacity.

Chief executive Steve Skinner said: "We were bursting at the seams at Newham, and the development has not only streamlined our operation but also doubled our storage capacity here.

"It will be particularly useful in helping us handle our increased bottle sales, which have been boosted by the big success of our national sales through Waitrose."

The brewery has invested £50k in adapting its newly-acquired facility for its own needs, including the installation of chilled areas to store ales at the correct temperatures. ▶

## Law firm takes to food & drink

A new team of specialist lawyers is being set up to service the legal needs of Cornwall's food and drink industry.

Cornish firm Stephens Scown has taken the step of creating the sector-specific group to improve the level of service for clients by sharing knowledge, connections and experience across its offices in Truro and St Austell.

The team will be headed up by Associate Simon Gawler and will give legal advice on a range of business and personal matters. This includes setting up business structures, joint ventures, mergers and acquisitions, as well as dealing with commercial contracts,



disputes, debt recovery, employment law, immigration, insolvency, property and planning. ▶

## Baker competing with the 'big boys'

Scorrier-based bakery Prima Bakeries is bucking the trend towards large-scale distribution of factory-made products to limited outlets.

Prima, which has launched six new Cornish sliced bread lines, believes it has notched up a first as the only Cornish producer and distributor of Cornish sliced loaves to retail customers big and small, right across the county.

All the bread is handmade and the

firm is anticipating recruiting more bakers to cope with demand if the early response is maintained.

MD Mark Norton said: "We are doing something genuinely very different and beneficial on a number of fronts, supporting Cornish jobs, increasing customer choice locally and definitely competing with the 'big boys' in the process." ▶

## Mead makeover

The Cornish Mead Company has had a makeover for the first time in 50 years by Falmouth-based agency, Gendall.

Gendall secured the contract in November and was asked to refresh the brand and make it appeal to a new audience of Mead drinkers.

Gendall used many of the elements of the previous packaging and blended these with illustrations including tattoo designs for the mead products, which were inspired by the company's location and Cornwall's nautical heritage.

Gendall only had a six-week turnaround period from brief to delivery – the first lines hitting the shelves of regional Tesco's, Morrison's and numerous independent stores in early February.

Based in Penzance, The Cornish Mead Company owns four meaderies in Cornwall and has been producing mead since 1951. ▶



## Classic Cottages names new MD

Cornish holiday lettings company Classic Cottages has appointed a new managing director to succeed Simon Tregoning.

Anthony Skitt has joined the Helston-based company, while Tregoning moves from his current role to become chairman.

Skitt, who has relocated from Cambridge to Falmouth, will take responsibility for developing the strategy and direction of Classic Cottages; lead the staff and senior management team, as well as the financial management and profitability of the business.

He joins Classic from online retailer and nursery goods store Babyboodle.com where he was director. He has also held director-level posts at book retailer The Works Stores Ltd and entertainment distribution companies Choices UK



▶ Anthony Skitt

and Warner Home Video in the UK and Ireland.

He said: "I am very much looking forward to working with Simon and the whole team to contribute to the future success of Classic Cottages." ▶

## In-house Gems

Holiday lettings specialist Cornish Gems has appointed two new members to the team to help launch its housekeeping division.

Jayne Brunges and Stella Foley will lead a housekeeping team of up to 20 staff which is currently being recruited to manage and service the holiday properties.

Co-owner of Cornish Gems Julianne Shelton explained: "Until now we provided a fully managed housekeeping service via third party contractors. By pulling this in-house we can continue to deliver excellent service standards whilst importantly keeping costs competitive." ▶

## Space to grow

Watson French, the Truro-based independent financial planning and investment management company, has moved to larger offices to cater for future growth.

The firm has moved from the ground floor of Courtleigh House on Lemon Street to the top floor, more than doubling its floorspace.

MD Stephen Watson said: "Over the next two years we are planning to recruit five highly-qualified financial planners and more support staff, so space will be essential." ▶

## Top Boast for HfC

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

A well known figure in the arts industry, Boast is an experienced arts leader with over 20 years' experience in the commercial and subsidised sector.

He was formerly chief executive of the award winning ATG theatres, Theatre Royal Brighton and the Churchill Theatre Bromley.

Boast, who took up his new position on March 1, replaces Tim Brinkman, who has departed to take up a new challenge down under as executive of performing arts at the Arts Centre in Melbourne. ▶



▶ Stephen Watson (r) with fellow director Nicholas Woods

## Hotel's new business focus

Falmouth-based hotel, St Michael's Hotel & Spa, has appointed Karenza Hadfield to the newly-created role of business development manager.

Hadfield, who joins St Michael's from The Linney Group, will be responsible for developing relationships with key local businesses and users of the hotel's facilities.

Hotel proprietor Nigel Carpenter said: "This is an exciting time for the hotel: over the past six months we have successfully revamped the bar, restaurant, lounge, and conference facilities, including a new nautical inspired library room, perfect for a unique business meeting." ▶



▶ Karenza Hadfield

## Ripley back with Stein

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

Ripley first worked for Rick and Jill Stein 20 years ago as head chef of the Seafood Restaurant in Padstow, before leaving to open his own restaurant, Ripley's in St Merryn, where he achieved a Michelin star.

He then became chef and landlord of the St Kew Inn in 2008, a St Austell Brewery pub in Wadebridge, and has now returned to work for the Steins, as head chef at their Seafood Bar in Falmouth. ▶

# Success from the Outset

Outset Cornwall's inspiring women celebrate International Women's Day, which takes place on March 8

Since launching in late 2009, the successful ERDF Convergence funded Outset Cornwall programme has supported more than 350 Cornish women through the business start-up process, and continues to capture the imagination of ambitious women right across the county.

Cornwall's entrepreneurs receive specific, flexible support through Outset Cornwall via free workshops, coaching and events, delivered as an outreach service right across Cornwall and the Isles of Scilly.

Although still classed as an under-represented enterprise group, Outset Cornwall is working hard to readdress the balance, supporting female entrepreneurs to launch new businesses within the county.

Bev Hurley, CEO of economic development and enterprise specialist YTKO, which runs the programme, feels that International Women's Day is the perfect platform for Outset's inspiring female entrepreneurs to showcase their success.

She says: "Many of the women who engage with the programme go on to

**"International Women's Day is a key opportunity to celebrate Outset's inspirational women and we welcome any new women who would like to take advantage of the free support available through the Outset Cornwall programme"**

launch successful new Cornish businesses. Some of these have had to overcome real barriers such as ill health and redundancy, others need help with learning how to manage the challenge of caring responsibilities, and most want really tailored support and guidance to develop their ideas. The Outset Cornwall programme is specifically designed to work with these clients and support them right through the process, from initial idea to business launch.

"International Women's Day is a key opportunity to celebrate Outset's inspirational women and we welcome any new women who would like to take advantage of the free support available through the Outset Cornwall programme."

Well into its second year, the programme continues to enjoy phenomenal growth offering jargon-free business start up support to all under-represented enterprise groups, including people served notice of redundancy, lone parents, or those who are simply struggling to find the right employment.

Carleen Kelemen, director of the Convergence Partnership Office for Cornwall and the Isles of Scilly, says: "Self employment is increasingly becoming the answer to unemployment. As we

tilt on the axis of public to private sector shift, encouraging people onto the first stage of self generated income is critical to our economic wellbeing. This is the focus of the Convergence Outset project.

"Women are traditionally underrepresented in this area, so we are excited to see that out of 65 Outset startups to date, 41 are by emerging female entrepreneurs."

Kate McEwen, programme director for Outset Cornwall adds: "Working closely with the private sector is an important function for Outset, as our clients go on to become valuable members of the local business community via key networks such as the Chamber of Commerce and the HUB.

"Of particular value is Cornwall Enterprising Women, which provides an essential community of growth support and expertise for Cornish businesswomen, and is currently helping 16 women to expand their businesses through its High Growth Programme. We are excited and optimistic about 2011 and look forward to sharing many more of our success stories over the coming months."

## Gemma Ford, Love Yoga Online



Having moved to Cornwall, Gemma set about finding practical yoga videos online to enable her to continue her practice, but was disappointed to find that

the only instructional videos came from the US and Canada, despite Cornwall having some fantastic yoga teachers.

"This is when I had the idea to create a high quality UK & Europe based online yoga video resource. Starting with Cornwall with lots of local teachers and

“The support that Outset Cornwall offers entrepreneurial women is excellent, and represents business advice and guidance as it should be – dictated by the genuine needs of people starting their own business and assisting with the real issues that they face  
Angela Young, 100% Organics

“Cornwall is a great place to do business and the ideal environment for people to start a new business. Cornwall is packed full of small businesses and there is a tremendous business community spirit throughout the county. The Outset Cornwall project builds on this and provides invaluable support.”  
Andrea Edlin, Niddocks

“This has been an excellent course and with the additional 1:1 sessions and support my business ideas have grown and developed greatly. I would highly recommend this course to anyone contemplating starting a business.”  
Mary Maddison, My Own English Teacher

“For the first time I have written a business plan, and I now feel focused and confident to make it all happen. Outset has allowed things to be ‘heart-led’ when it needed to be as opposed to ‘head-led’ all the time.”  
Jayne Tarasun, Flock Follies

different styles of yoga, LYO will enable people to access yoga classes easily and affordably; in addition all the teachers featured teach local classes so viewers will be able to meet them and attend their classes as well.

“Outset Cornwall has helped me to see where the issues or barriers are and how to go about overcoming them. The programme and the team have encouraged and supported me both professionally and personally.”

Now working with the Unlocking Cornish Potential team, Gemma says: “I plan for my business to grow into a well-used national website featuring teachers from all over the UK offering members new and fun yoga video content.”

#### Sarah-Jayne Harper, Eco-Boo



“I stumbled across the dangers of certain types of plastics and how these plastics were used in the majority of children’s lunch bags. I decided I wanted to

buy lunch bag sets for my children that were free from these harmful chemicals for my children’s sake and for the environment; but finding them was no easy task!

“My product is a new generation in lunch bag that is far more suitable for our world today. Free from horrible chemicals that are harmful to us and our planet, and all reusable to help cut down on the vast amounts of waste the world produces.

“I came to Outset Cornwall because I felt I needed better business skills to make sure my business worked. I really enjoyed the programme and found it very informative. I would like to expand the company to offer more products for children and also for adults that are eco-friendly such as footballs, play mats, aprons etc all in funky designs.”

#### Mary Coleman, Fresh Care Training



With a background in care work, teaching and NVQ assessing, Mary identified a real need for excellent training for care workers and managers. Changes

in personal circumstances meant that she had a once in a lifetime opportunity to develop her business idea, so enrolled with the Outset Cornwall programme.

Mary said, “I wanted to make sure that I had as much information as possible prior to starting my business, which provides good quality training to improve the skills and knowledge of care workers in the county. The course has been really valuable, enabling me to prepare for and think through all the issues around starting a new business.

“Outset has given me all the knowledge I need to complete my business plan which in turn has successfully secured me funding from another organisation! I am keen to gain an excellent reputation as a quality trainer in my field, and to be the trainer of choice for care professionals.”

**Want to know more about starting your own business? We are holding a special Outset Cornwall IWD event on Tuesday March 8 at The Cornwall Hotel, St Austell. Contact the Outset Cornwall team to reserve one of our limited free spaces.**

#### Intensive Start-up Support Outset Cornwall

Helping you start a new business in Cornwall and the Isles of Scilly

#### Contact

www.outsetcornwall.co.uk

Tel: 0800 9174 324

Email: info@outsetcornwall.co.uk  
Text ‘IDEA’ to 644446

# Time to work together?

Partner to Succeed programme director Tim Bryant charts the top areas of focus for Cornwall's business community

## Get priorities right

**What are your top five business priorities for this year? How are you getting on with achieving them so far? How similar do you feel your answers will be when compared with other businesses?**

Despite the huge variety of modern businesses, aren't we all striving to achieve increasingly similar things?

Cornwall's first-ever Business Collaboration Survey\* independently conducted by PFA Research Ltd on behalf of Partner to Succeed last year, suggests that the top five areas of focus for Cornish-based businesses in 2011 will be:

1. Increasing sales
2. Accessing new markets
3. Developing new products
4. Improving productivity
5. Reducing costs

How do these priorities match with your own? Interestingly, these locally sourced findings (involving 108 Cornish-based businesses) appear to be very much in line with other national and international business surveys profiling business priorities for the year ahead. For example, the Gartner CIO Agenda Survey 2011 released last month (involving 2,000 Global CIOs (Chief Information Officers)) reveals that two of their collective top five business priorities for the year ahead focus on improving efficiency, whilst the remaining three priorities focus upon creating growth and new revenue streams.

### Collective Business Priorities

It would appear then, that collectively we are all pretty clear about our intended direction of travel for the year ahead, the challenge confronting us all is perhaps less about specifically where we are heading and more about the individual route we each intend to use to get us there? But do we actually need to travel this route alone? Shouldn't we all be taking advantage of how similar our collective priorities are right now and set about creating new ways of working

together for both our individual and mutual benefits?

Businesses that engage in partnership activity of any type – be it a short-term collaboration project, a specific joint-venture or a strategic alliance are all predominantly seeking to achieve the same outcomes – an improvement in overall results combined with a lowering of overall costs.

In this regard, partnership working, when conducted effectively, can quickly deliver this unique win-win for all involved parties. In our experience, most businesses today instinctively feel that they want to collaborate with others, however an even greater number are simply unsure about how to do go about doing so effectively and professionally. As a consequence, their operations remain predominantly insular in nature, and their ability to be open to working with other businesses and collaborate lessens over time.

This is precisely where Partner to Succeed can assist and bring immediate added value to your business. Effectively acting as your 'third-business partner' we are actively managing and supporting over 50 exciting and varied partnership projects involving a wide-variety of ambitious Cornish-based SME's.

We are witnessing at first-hand the critical success factors involved in ensuring that partnership working can indeed be profitable and successful for Cornish-based businesses. It's a developing legacy of expertise that we are very keen to share with as many collaborative-minded businesses as possible. Please feel free to contact me direct at [tim.bryant@ytco.com](mailto:tim.bryant@ytco.com) and share with us your experiences of partnership working – we're looking forward to hearing from you. ●

*“Collaboration is a fantastic opportunity to break into new markets or expand a client base. I would say that all businesses should explore where collaboration would support growth. Capitalise upon the support that is offered by Partner to Succeed to achieve this quicker and more efficiently”*

*Mairi McLean & Simon Gill, Safeguarding Society*



**Business Collaboration Networks**  
**Partner to Succeed**

Working with business from Cornwall and the Isles of Scilly



Tel: 01872 613000

Web: [www.partnertosucceed.co.uk](http://www.partnertosucceed.co.uk)

\* The Collaboration Survey 2010 is available to download and share from [www.partnersucceed.co.uk](http://www.partnersucceed.co.uk)

# Firm foundations

Peninsula Enterprise CEO Adam Chambers explains some of the changes on the horizon affecting the Business Link service

## Help for the future

**As many readers will know by now, the Business Link Convergence service, designed to help Cornwall and the Isles of Scilly's most ambitious businesses fulfil their potential, is due to close at the end of this month.**

With responsibility for delivering the service over the past two-and-a-half years, Peninsula Enterprise is confident its achievements have provided firm foundations for the future – both for the individual businesses it has supported and for local economies all around the county.

Working in tandem with other Cornish partners, the injection of advice, support and encouragement has helped no fewer than 1,495 Cornish businesses to grow their profits, expand their markets, add to their workforces and do more for their local communities.

So, with a raft of major changes underway to the business support landscape (not just in Cornwall but right across the UK), this feels like a good moment to outline some of the other new developments that are on the horizon.

These include a shake-up to the current Business Link service itself, which is expected to emerge in a new guise by the end of November. Government plans for the new service announced in January include a national website and contact centre, a national business start-up service, business coaching for growth, a national mentoring network and entrepreneurial support for women, black and other minority ethnic groups, and services personnel.

In our view at Peninsula Enterprise, these are all positive and constructive moves that reflect the new economic priorities of a country seeking to cut its spending deficit.

The same view applies to the current plans for Cornwall's own emergent Local

Enterprise Partnership (LEP), which is to assume many of the responsibilities of the departing South West RDA with the declared intention of taking a "more business-focused approach to economic development and supporting the business community".

Again, we welcome the idea of a locally focused business support service which is based on healthy partnerships that benefit everybody.

*"The injection of advice, support and encouragement has helped no fewer than 1,495 Cornish businesses"*

It's also very much a solution that Peninsula Enterprise can play a part in. For example, our people – active participants in local communities right across the county – are available to deliver the face-to-face business advice and support that recent research confirms continues to be in great demand.

In fact, as a company we are going through a period of change that reflects what is happening in the outside world, and see important opportunities to continue helping Cornish businesses to grow.

More important than any of this, though, is the continued local, regional, national and global success of Cornish business itself. It's not just the much-discussed power of the Cornwall brand that will continue to drive this in the future, but also much of the work that has been done in recent years to give the county its deserved status as a destination for great business talent.

These are the factors that really matter to the county and its future, nurturing an environment where great businesses can not just survive but prosper and grow – traditional businesses succeeding in the modern world, like Truro's Polgoon Vineyard and Helston's Clayworks. Environmental Innovators like Portscatho's CoBRA™ (Community Battery Recycling Alliance) and technological and scientific groundbreakers like Truro's Silvertree Engineering and St Austell's Scientific Services. ▶



▶ Environmental innovators like Portscatho's Community Battery Recycling Alliance (COBRA™) is just one of the many Cornish enterprise success stories in recent years



Web: [www.businesslink.gov.uk/southwest](http://www.businesslink.gov.uk/southwest)  
Email: [enquiries@blpeninsula.co.uk](mailto:enquiries@blpeninsula.co.uk)  
Tel: 0845 600 9966

# expert advice, local knowledge.

We are a local, friendly firm of accountants with offices across Cornwall.

We offer expert, proactive advice on all accountancy and tax requirements as well as offering management accounting for businesses that want to stay on top.

Pop in or call us on **08453 883274** for a non-obligation chat to see how we could help you.

We have offices in Falmouth, Liskeard, Newquay and St Austell.



Payroll | Book-keeping | Management Accounts | Year End Accounts  
Business Planning & Forecasting | Personal Tax | Corporation Tax

## Harland Accountants Charity Daffodil Team Open

Join us on 25th March 2011  
at Falmouth Golf Club for a day of golf  
in aid of Macmillan Cancer Support

Everybody welcome, FREE entry - yes FREE!!

All we ask is a donation, preferably of minimum £10 per player, to take part.

For further information, please contact:

Simon Foxhall

Harland Accountants, 1A Berkeley Court, Berkeley Vale, Falmouth TR11 3PB

Telephone: 01326 319191 or email: [simon.foxhall@harlandaccounting.co.uk](mailto:simon.foxhall@harlandaccounting.co.uk)

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Why not sponsor a tee? £25 only to display.

# The sky's the limit

We meet the new chief executive of Truro-based telecoms company Bush Telegraph and learn how new technologies are pushing the barriers back for Cornwall's businesses

**These are exciting times for one of the south west's leading providers of telecom and IT services.**

Since Bush Telegraph was established in 1990, it has developed an enviable reputation that has been built on putting its loyal customer base first.

And this ethos is set to be spread even further, as the company embarks on an ambitious growth strategy to double in size in the next 18 months.

With a new CEO at the helm and an office move into the centre of Truro already under the belt, a new website, re-branded collateral and targeted marketing campaign are soon set to follow as the company looks to launch

a strategically planned awareness campaign about its brand, core values, and services.

The company was given this fresh impetus last summer when it was acquired by Chris Royden from former owners Stephen and Sally Horne, who had decided to take early retirement.

Royden's credentials are certainly impressive, having held a number of senior positions in the technology industry over the past 25 years, for such companies as Cascade Communications, Tellabs Corporation and Corvis Corporation.

When the opportunity to acquire Bush presented itself to Royden, there was little hesitation. "There are a number of

telecoms organisations out there," he says, "but I don't believe they deliver the personal touch that the south west deserves.

"I had looked around for a business to invest in, and this seemed to fit in with everything I wanted to do. That coupled with the knowledge that Cornwall is getting superfast broadband, made it just too good an opportunity to miss."

And Royden has wasted little time in giving Bush Telegraph the building blocks to expand its business, relocating from its old base a few miles outside Truro to new offices on Newham Road near the city centre.

"It was important to relocate to a new business area," explains Royden, "and to



Photos by Toby Weller



give everyone who has been associated with the organisation a fresh start. We're delighted with the offices we've got, and being based in the centre of Truro we're in the right place to move forward."

While Bush Telegraph has retained all the staff since the change of ownership, it's also hitting the recruitment trail to help service its growth. It also has a number of new products it will be offering customers.

One thing that is not changing anytime soon, however, is its focus on

being the best in the south west. Royden explains: "When I bought the company I recognised the requirement for a specialist communications organisation that focused on the south west and the south west alone."

Customer service and satisfaction is something that Bush Telegraph takes incredibly seriously, with a track record based on providing first class advice and support, culminating in a high volume of referrals from satisfied customers, many of whom have been with Bush Telegraph for over a decade.

And with technology moving at a pace faster than many consumers can be reasonably expected to understand, the company is careful to provide the sort of products and services that the customer really needs rather than just thinks they should have.

"We appreciate that not all clients are technically minded and so we will explain everything in plain and understandable terms," says Royden.

"We firmly believe in tailoring solutions which are specifically designed to fit requirement. We work very closely with our customers and ask them what they are looking to achieve with their communication needs. The one thing we don't do is just talk technology and products. We really strive to understand what the customer requirements are before we propose a solution.

While the Bush Telegraph Company's core customer is the small to medium-sized enterprise (SME), it can cater for businesses of any size. The company has extensive experience and can identify areas for enhancement offering many benefits to improve a client's communications both internally and externally to make them more efficient and effective.

This could be to ensure key personnel are always contactable and have



access to vital applications, data and records, even when on the move. It could even mean free calls to remote offices or home workers via IP technology, and even allow employees to see when colleagues are engaged in meetings or other activities via 'presence' software.

Bush is also able to offer customer's significant savings on business call charges & line rentals, including free 0800 numbers and call rates starting at less than a penny a minute for both local and national calls, with savings of up to 40% compared to other providers. In addition, it has recently signed an agreement with the Precious Lives appeal, whereby it will donate to the charity 5% of the profit from all the customer monthly call charges.

Royden explains: "It's nice for our customers to think that when making telephone calls, not only are they saving money on them, but they are indirectly donating a percentage to such a worthy local cause."

Bush Telegraph offers as wide a range of communication and IT solutions as you would come to expect from such an established and trusted company. Its product portfolio makes it something of a one stop shop, with such services as unified communications, converged networks, cabling, connectivity, data protection, IT security, facilities management and more.

Bush will also be one of the first telecom providers in the south west to offer Cornwall superfast broadband capabilities, which will have a direct impact on the productivity of local business. Royden comments: "The company's wealth of experience makes us ideally placed to offer the benefits that next generation broadband can bring, we have the right knowledge, engineering and services to provide this exciting and much needed upgrade to the business community".

And enjoying Premier Partner status with such recognised brands as Samsung, Panasonic, Siemens, Dell, Microsoft and HP, Bush customers can be assured they are receiving some of the very best quality products available in the marketplace.

But that's not all; Bush is also investing in another exciting development to hit the industry, and one which is likely to have a huge influence on Cornish businesses.

'Cloud solutions' effectively negate the necessity to have hardware on your premises – all the services are provided down the internet in the 'cloud'. All you need is a dumb terminal on your desk, while at the other end of the 'cloud' are very, very large, capable and secure data centres.

And all this can provide significant savings in having to update your computer hardware, while effectively also 'future proofing' yourself at the same time. Estimates are that savings of up to 80% can be made against traditional IT expenditure.

**"It's nice for our customers to think that when making telephone calls, not only are they saving money on them, but they are indirectly donating a percentage to such a worthy local cause"**

"Everyone is talking about cloud-based technologies," says Royden. "They will bring a whole new dimension to our services and allow all businesses the opportunity to have feature-rich applications and use them on a pay-as-you-go basis, making them very affordable and flexible.

"It also means that smaller companies can become even more competitive as they will have access to the latest solutions, once the preserve of the major corporates.

"You don't have to worry about servers and other hardware, or even support contracts; it really makes all the sense in the world. Previously connectivity in Cornwall has been an issue for cloud technologies, but thanks to superfast Cornwall that's going to change and businesses can now take advantage of these future-proof solutions."

But clouds or no clouds, from voice IP to traditional land lines, Bush Telegraph



is committed to providing the best pre and post-sales support available, helping to maintain its excellent reputation within the marketplace.

"Delivering the right solutions at competitive investment levels is key to us," says Royden. "We aim to ensure that all our customers obtain maximum ROI from all systems installed. With our products and services we look to improve our customer's performance, by increasing their productivity, enhancing their security, reducing costs, lowering risks and even managing their facilities."

"Our whole company ethos," says Royden, "is built around our core values; to give excellent customer service, provide the right solutions, offer cost effective benefits and to deliver on our promises without compromise." ▶



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

# Face to Face

Business Cornwall talks to the managing director of Cornish Mutual Alan Goddard

## Alan Goddard – Cornish Mutual

It might not have been the career path he originally anticipated while studying politics, philosophy and economics at Oxford University, but the Air Force's loss has proved to be the insurance industry's gain.

Since taking the helm at Cornish Mutual in 2004, Alan Goddard has helped further the Truro-based company's position in the marketplace and expand its product offering.

Goddard explains the importance and pride the company takes in its mutual status, and its challenges moving forward.

He also tells us why, upon graduating, he chose the Royal Insurance Group ahead of the Royal Air Force.

**Business Cornwall:** How long have you been with Cornish Mutual?

**Alan Goddard:** I've been with the organisation since December 2001 and became managing director in August 2004, when my predecessor retired.

**BC:** Where were you before?

**AG:** Before joining Cornish Mutual I was at PricewaterhouseCoopers in Bristol, not in an accountancy role but in a monitoring and compliance position. Prior to that, I had spent 15 years with the Royal Insurance Group in a variety of roles.

**BC:** How did Cornish Mutual come along?

**AG:** I saw the job advertised, and I said to my wife 'I think I could do that job, should I apply?' Elaine said yes, and here we are. Elaine has always been very supportive in travelling around the country.

**BC:** This was a couple of years after Cornish Mutual had taken on its first non-agricultural clients?

**AG:** Yes. Until 1999 we primarily had members in the agricultural community and that was part of our reinsurance arrangements. That changed and we started to offer our products to the wider rural community.

**BC:** Was that to grow the company?

**AG:** Absolutely – to grow the company and to deliver a good service to a wider population. It also reflected the fact at

that stage agriculture was shrinking and we were finding that a lot of our traditional members were disappearing.

**BC:** Has that trend steadied now?

**AG:** It has, although there is still consolidation taking place in the farming industry and that's why it is important that our offering reflects the whole of the rural community and not just the farming members, although they very much remain at our core and always will be.

**BC:** What percentage of your customer base is non-agricultural?

**AG:** It's very difficult to estimate, because so many members that have one foot in the agricultural community may not be directly involved in farming, but they may work for someone who supplies farmers. We estimate two thirds of our business is still closely connected to the traditional agricultural community.

An agricultural business is not necessarily just farmers. Contractors, people who mend machinery, provide food stuffs etc – they're all part of the agricultural community and it's a very close knit community.

**BC:** Working so closely with the agricultural sector, you must be a fairly good barometer on how the agricultural sector is faring?

**AG:** The agricultural sector itself has had better years recently; however, it still has difficulties. If you go back to the 1990s and early 00s there was an issue with

disease problems, such as foot and mouth. Although more recently farmers have had a better time of it, being a farmer is still daunting and there are still disease issues. Certain food prices are higher at the moment, which means they can sell their produce for more, input prices are higher as well. Farmers may be getting more for every ton of corn they sell, but the reality is that it's costing more to produce.

**BC:** Do you provide cover for diseases?

**AG:** We provide cover for TB and Brucellosis, which a number of our members take out. We provide foot and mouth cover too, but not so many of our members take that because there are Government schemes in place. However, that is likely to change because the Government is keen to reduce the enormous cost on the public purse if it had to deal with another epidemic – it costs the tax payer an awful lot of money.

**BC:** Do you also insure against the bad weather? Have the recent bad winters impacted much?

**AG:** It has, but probably not so much on the farming community. Farmers are very resilient, entrepreneurial people and they will get on and do what needs to be done.

**BC:** But what about milk deliveries for example?

**AG:** That is one area where we've seen perhaps an increase in business – milk cover. The suppliers are keen that farmers carry that cover now, and we try and provide that



“Our plans are to increase turnover up to about £25 million by 2014/15”

## “Farmers are very enterprising and resourceful people”

at either inception or renewal. What we don't want to do is take instruction from a farmer to provide cover when the snow is forecast or it's already on the ground.

**BC:** Are weather patterns changing do you think, after two bad winters?

**AG:** If you go back two years, which is three winters ago, there were an awful lot of burst pipes in Cornwall. Where I live, out on the Roseland, it got down to minus eight – an area that very rarely gets frosts. We've had a lot of frosts this winter and last winter, so anecdotally it's probably getting worse, but long-term it's difficult to say.

Burst pipe claims cost us lots of money and lots of aggravation and stress for our Members. Last year we didn't have so many and this year fewer still. People are beginning to wake up to the fact that you've got take preventative measures in times of dire weather.

**BC:** In these tight economic times, do you find that people and businesses sometimes under insure?

**AG:** It is always a challenge to get people to insure the correct risks for the correct amount, and not just in times of economic hardship, although it gets more pronounced then.

We would always encourage our members to insure for the full value at risk and if times are tough to think long and hard about perhaps which covers can be saved on. There are always ways in which premiums can be saved, perhaps by opting for a

higher excess or taking a different form of cover. Our local Insurance Inspectors are in a good position to be able to talk to our Members face-to-face and give them the advice they require.

**BC:** This individual relationship you have with members is something you pride yourselves on?

**AG:** Absolutely. We're unique in that we have a field force of approximately 20 Insurance Inspectors who live and work in their local communities. From just north of Marazion to just north of Bridgwater, we've got someone on the ground. They understand the local community and the issues that arise. The team is made up of insurance professionals who, like the rest of the organisation, put their members first. We like to think everything we do is based on providing a member service, which is what we can do because we're a mutual.

We're quite unique in that we are the only general insurance mutual company of this size still operating in the region.

**BC:** Why is this?

**AG:** Mutuality in the 80s and 90s took a real hammering – people thought they were inefficient and there is no doubt that some of them were. We, as a business, have to operate efficiently. Where mutuality scores highly is that we can operate to a different set of values, so it's not all about the bottom line, we can take a wider view. We try to add value to our relationship with our members and make things better for them.

**BC:** Have you ever been tempted to stop being a mutual?

**AG:** Not in my time, no. Our members are very proud of their local insurance company. If there was a proprietary company operating a similar role to us, I suspect they would struggle to get the sort of returns their shareholders would demand, so being a mutual works very well for us, and allows us to provide the sort of service our members tell us they need.

We're a bespoke service, we go out to our members to talk to them and can tailor the cover they need. And the final resource is what I call the 'thump the table' factor. Members can always come down here to Truro and bang their fist on the table and say "I want this sorted". I am accessible and see a number of members every year at agricultural shows and when they come down here to the office, and they know if there's an issue they can sort it out locally. It's very difficult to do that when dealing with someone up country, or even overseas.

**BC:** How many members do you have roughly?

**AG:** We have around 21,000 members. We're trying to increase our membership in Dorset and Somerset. The further east you go, the less our penetration is. But we want to spread the good news about Cornish Mutual to those areas.

Having people on the ground is our preferred option because that's what seems to work. But it may be that we decide to set up a physical premise somewhere further east, we don't know yet, that's something we shall take a view on at some stage.

**BC:** What sort of turnover do you have?

**AG:** Our year end is September and last year we increased our turnover to around £16.5 million and our plans are to increase that up to about £25 million by 2014/15.

We plan to do this by gaining more members, but by also selling more insurance to our existing members, by increasing our product range. For example, we'll have a new household product available shortly which will give members a wider selection of covers, and we want to make changes to our motor insurance policies too.

**BC:** Agricultural businesses are adapting all the time, sustainable energy appearing to be particularly popular at the moment. Does this present new insurance challenges for you?

**AG:** We have members at the moment that already insure wind turbines and solar



panels for their own use and we're keeping a close watch on what is happening with the Feed-in Tariffs. Some of our members have spoken to us about how and whether we would insure that type of business.

We can sit down and listen to them, but its early days yet and the insurance industry is slowly edging forward on how we can provide cover on these sorts of things.

We have lots of members who have diversified so we have lots of farmers who have an interest in food and drink businesses for example, others in the leisure business. We have one farming member for instance who provides camel rides down on the Lizard. Most farmers, certainly in Cornwall, have accommodation they use as holiday lets as well. Farmers are very enterprising and resourceful people who realise they have to make the best use of their assets to make a living. It's very unusual now for the typical Cornish farm to make their money solely from farming.

**BC:** What specific challenges do businesses in a rural community face?

**AG:** There are the challenges all businesses face wherever they are – the recession, Government spending etc, but in this part of world in particular, most companies employ people who rely on private transport to get to work, and public transport can be very poor in Cornwall.

The infrastructure here does pose some difficulties. I probably go to London about once a month on average, and in most instances it means I am away for a day because I can't get there for a 10am meeting.

**BC:** Do you train or plane?

**AG:** I tend to go by train now. Air Southwest was quite good when it flew into

London City, but Gatwick has never been that attractive to me because when I go, I'm going to the City, and now of course only Flybe fly to London with Air Southwest having pulled out.

The road network is also interesting. If we were able to dual the A30 at Temple, I think it would make such a difference. We have an office in Exeter so have staff moving back and forth fairly frequently, and when the Goss Moor situation changed, the journeys were at least 20 minutes quicker. In the summer, Cornwall can be nightmarish to get around and our Insurance Inspectors who live and work in the field have a task to plan their day to make sure they don't get stuck in traffic.

**BC:** Rising fuel prices must impact regions like Cornwall more than most?

**AG:** Absolutely, and it's not just transport costs but also the heating cost. Most people in this part of the world don't have mains gas, so rely on oil or Calor gas, both of which have increased in cost dramatically. And it's money straight off the bottom line.

Farmers have the ability to use red diesel, but the price of that has risen dramatically and that's a classic example of an input increasing into their equation, which makes things that little bit harder.

**BC:** What are your views on the Cornish economy in general, and the LEP?

**AG:** I think its early days on that. I think my perspective would be that it needs to address the issues that are important to businesses here and some of things we've just spoken about, like the road infrastructure.

What is important is that we have to try and do something to keep young people



in Cornwall. One of the issues we, and I suspect lots of employers in this part of the world have, is finding people who have appropriate knowledge and skills that are required. It can be hard finding people with a particular knowledge or expertise.

**BC:** So Cornish Mutual does a lot of its own training?

**AG:** We have to. But occasionally we have to bring people in to fill a particular vacancy, and that can be difficult.

**BC:** How many people do you employ?

**AG:** About 70 at the moment and the numbers probably won't increase dramatically. We have just developed a new computer system which helps us manage our members needs more effectively and offer a wider service.

**BC:** What are the key challenges facing the business?

**AG:** Making sure that we have the appropriate people to deliver the service that our members require and to develop the products that our members want. Both those issues come down to having people on the ground. Long term we want to get to



the point where we develop most of our own people, but in the short term we will have to recruit people with specific skills and attract them to this part of the world and it can be difficult. It's a beautiful place to live and work but it's a long way from anywhere.

**BC:** Who is your main competition?

**AG:** In the agricultural sector it is NFU Mutual, and also Towergate who is a broker in these parts. For people who deal with home and motor insurance, it is the wider insurance market. Where we differ, is that we offer a local, personal service.

**BC:** Has the rise of supermarket insurance impacted the business?

**AG:** It impacts on all providers. We've had examples of people who have gone to those and then come back because they didn't get the service they wanted, or bought something which didn't turn out to be what they thought it was.

**BC:** Given the state of the economy, has there been much rise in fraudulent claims?

**AG:** An interesting question. Within the industry there has. The trouble with insurance fraud is that it's very hard to detect, but I suspect there has been. It's an easy option and it doesn't help that the law doesn't take insurance fraud as seriously as perhaps it should do.

**BC:** And what about other crime, such as stealing diesel? I read a story about sheep rustling recently.

**AG:** We've seen more thefts over the past 18 months than we've have in recent years. It does have an impact, but down here it's nothing like what's been going on up country.

**BC:** Should there be more compulsory insurance, on home insurance for example?

**AG:** My view would be no. Like most things, if people understand why they need to do it and what happens if they don't, that's where you score. Encouraging people to do it rather than force them would get a better result I suspect.

**BC:** What sort of percentage of people don't insure their home?

**AG:** Industry figures say anywhere between 20% and 25%.

**BC:** Is that building or contents?

**AG:** That would probably be contents. There are more instances where buildings cover will exist. If you're a tenant, it will be covered by your landlord. If you have a mortgage, the lender usually insists on it being insured. But what concerns me as an individual, is that there are potentially lots of people who don't have liability cover. When you buy your home contents insurance you get personal liability cover so if you're walking down the street and put up your umbrella and poke someone's eye out, your contents insurance is likely to cover you for that situation.

**BC:** As a country, are we becoming increasingly litigious?

**AG:** We've seen a number of trends over the years and it's perhaps more prevalent in motor insurance. What's more the norm now than ever used to be is whiplash claims. We have far more whiplash claims than they do on the continent, and it's not because the British have weaker necks than the Germans or French! It's just because we feel it's a way we can get some money, which is sad because at the end of the day everybody ends up having to pay increased premiums.

And it's very difficult for the medical profession to say, 'no, you haven't got

whiplash' or 'yes, that's a definite whiplash injury'. And it's easier to sue now, because there are people who make a living, encouraging you to make a claim, very often on a 'no win, no fee' basis.

**BC:** This can't be good for insurance companies?

**AG:** Most importantly it's not good for the end consumer, because the end consumer ends up paying for it. Insurance companies don't manufacture money. They can only pay out in claims that they gather in premiums.

The classic example of this is that everyone in the land who has motor insurance is paying probably an extra £30 on the premium to cover the costs of claims caused by uninsured drivers. The industry is doing a lot of work to drive out uninsured driving, but you almost need to get to the situation where uninsured driving becomes as socially unacceptable as drink driving.

The public has to realise that insurers do not manufacture money, they collect premiums and pay out in claims, but they have to balance. Ours balance thankfully for our members, we make a return for our members, but it wouldn't take much for that to disappear.

**BC:** A fascinating job.

**AG:** It is a fascinating job. People see insurance as a boring, pedestrian sort of occupation. I've worked in insurance for over 29 years now and it's been varied and challenging. I've met lots of interesting people and I've had an enjoyable time. But if someone said to me at the age of 18 that's what I would end up doing, I would have said that sounds a bit boring!

**BC:** What did you want to be at school?

**AG:** When I left school I wasn't sure. I studied at Oxford and had this idea that I didn't want to work in corporate industry. I thought I'd go in the Royal Air Force, I had an elder brother who had been in the Air Force, but the careers lady at the time said you ought to think about something else, have you thought about insurance? And in 1981 I was lucky to enough to be accepted by the Royal as one of 30 graduates.

**BC:** Quite a shift, from RAF to insurance!

**AG:** If I had gone into the forces it would have been a mistake, I have to say. But it's worked out well. Lots of challenges on a day-to-day basis to keep me out of mischief! 📍



# We're fast, competitive and offer excellent quality...

As one of the UK's leading large format printers, we're fast, competitive, reliable and offer excellent quality for all your individual requirements. We are creative problem solvers and take pride in our ability to meet our clients needs through our consultative approach and hassle free service.

## PRINT

- Roll Banners
- Popup Displays
- General Signage
- Pavement Signs
- Poster Printing
- Sticker Printing
- Giclée Printing
- Vehicle Graphics
- Site Hoardings
- Wallpaper
- Dibond
- Scanning
- Floor Graphics
- Exhibition Stands

## DESIGN

- Graphic Design
- Brochures
- New Media
- Branding
- Stationery
- Illustration
- Newsletters
- Business Cards
- Annual Reports
- Postcards
- Point of Sale
- Posters
- Logo Design
- Flyers

## WEB

- Website Design
- E-commerce Solutions
- Domain Name Registration
- Website Refresh
- Banner Ads
- Flash Animation
- Graphic Design
- Stock Photography
- Email & Web Hosting

**GMS\***  
GRAPHIQUE MEDIASOLUTIONS

GMS, Trebyan Business Park, Lanhydrock, Nr Bodmin, Cornwall PL30 5DQ  
Tel: 01208 264600 Email: [studio@graphique.co.uk](mailto:studio@graphique.co.uk)  
[www.largeformat-print.co.uk](http://www.largeformat-print.co.uk)

# Connected Cornwall

After attending a major conference on the future of the low carbon economy and the office opening of one of the region's largest law firms, a spot of wine tasting with Miller Commercial proves just the ticket

**South west law firm Foot Anstey officially marked the opening of its new 9,000 sq ft Truro office at High Water House.**

Over 150 guests joined the firm in celebrating the firm's investment in the county and took the opportunity to network and look around the modern open plan facilities.

Meanwhile, across Cornwall at St Mellion International, Government minister Lord Jonathan Marland was in

attendance at a major conference organised by Oxford Innovation on the future of the low carbon economy in the Duchy.

Lord Marland, who is Parliamentary under Secretary of State for Energy & Climate Change, said Cornwall's natural resources including wave, wind and sun meant it was ideally placed to capitalise on advances in renewable energy technology, and cited the Wave Hub marine energy project off the north Cornwall coast and the potential for solar energy as examples.

And finally this month, we offer a flavour from Miller Commercial's wine tasting event that it held in Truro recently.

Nigel Logan from Wine in Cornwall was on hand to lend his expertise and introduce the various wines of offer, to some 80 guests at the Lemon Street Market. 

## Foot Anstey Office Opening



**All captions L-R**  Claire Thayers (Cornwall Community Foundation), Simon Gregory and Jane Lister (Foot Anstey) and Lucy Simpson (Tregothnan)  Elaine Speakman (Clydesdale Bank) and Mark Chanter (Foot Anstey)  John Westwell (Foot Anstey), Richard Williams (Cornwall Council), Councillor Mrs Pat Harvey and Gareth Pinwell (Foot Anstey)  Les Burnett (Francis Clark), Gillian Taylor (Movement Solutions) and Mike Bird (Foot Anstey)  Simon Sheldrake (HSBC), Duncan Sykes (Foot Anstey), Donna Burton (HSBC) and David Turner (Foot Anstey)  Toby Claridge (Foot Anstey) and Peter Luff (Edward Symmons LLP)

## Oxford Innovation Low Carbon Conference



1 Peter Graves (Channel Computing) and Alex Nicholas (Business Link) 2 Robin Curtis (EarthEnergy) 3 Bruce Woodman (Pure Energy Professionals) 4 Robin van der Bij (Ecohouse) 5 Lord Jonathan Marland 6 Conference speaker lineup

## Miller Commercial Wine Tasting



1 Simon Hendra (GJ Hendra Ltd), Paul Granville and Jo Beard (Carlyon & Son) and Jenny Bertoli 2 Scott Mitchell and Jennifer Burden (Stephens Scown), Adam Hayes (Miller Commercial), Tim Atkins (Stephens Scown), John Mitchell (Winter Rule) and Nick Maffey (Miller Commercial) 3 Pete Cross, Mike Droft and Will John (Cornwall Care) and Lisa Nightingale 4 Nigel Logan (Wine in Cornwall) presenting 5 Scott Mitchell and Jennifer Burden (Stephens Scown), Adam Hayes (Miller Commercial) Tim Atkins (Stephens Scown), John Mitchell (Winter Rule) and Nick Maffey (Miller Commercial) 6 Guests at the event

# The last word

## Kate McEwen – YTKO

Name: Kate McEwen

Company: YTKO

Job title: Programme Director

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

What was your first full time job? **Admin Assistant at MAFF.**

What is your best quality? **I'm a fast learner.**

What is your worst quality? **Impatience.**

What is your favourite book? **Harry Potter and Deathly Hallows.** ▶

What is your favourite film? **Back to the Future 2.**

What is your favourite restaurant? **Indaba in Truro.**

How do you like to relax? **By spending time with people I love.**

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

If you could be a superhero, what superpowers would you like to possess? **The ability to apparate (I read too much Harry Potter don't I?!)**

Who was your teenage pin up? **David Boreanaz.** ▶

What's the best thing about Cornwall? **That you are never very far from the coast.**

Most annoying TV personality? **Davina McCall.** ▶

What has been the best moment in your career? **There hasn't been one specific moment, but when I went on the Empower Smart Women programme I realised how much I have achieved in my career over the last four years.**

What has been the worst moment in your career? **Walking away from a job without anything else to go to.**

Can money buy happiness? **No but it does help.**

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

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

What is the most valuable lesson you have learned in life? **Not to judge people.**

What makes you happy? **Being around people that I like who make me laugh.**

What makes you angry? **People who won't admit they are wrong even when they know they are.**

If you could invite any two people for dinner, who would they be and why would you invite them? **Winston Churchill – I studied him at Uni and found him utterly fascinating. Maya Angelou – She altered my perception on racism and really inspired me.** ▶

What's the greatest invention ever? **The internet.**

What's your favourite holiday destination? **Orlando.** ▶

When is honesty not always the best policy? **I don't think there is an occasion when honesty isn't the best policy, but diplomacy is important too.**

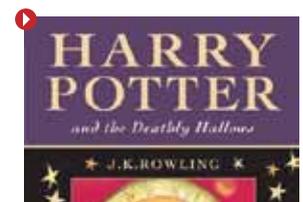
What's your #1 ambition? **To be generally content day to day.**

What was your biggest mistake in life? **Not following my gut instinct about someone.**

What was your luckiest break? **Getting the first job at Cornwall College, it opened up many career progression opportunities for me.**

What would you like to be doing in five years time? **Working as SE Project Management Consultant.**

Describe yourself in three adjectives: **Logical, efficient, thoughtful.**



***I'm interested,  
tell me more.***

- Business calls LESS than 1p per minute
- FREE 0800 numbers
- Fast on-site engineering support
- Local provider servicing businesses in Cornwall

For a friendly, no obligation chat call  
**01872 245 245**



Bush Telegraph are proud to be supporting Children's Hospice South West's Precious Lives Appeal by donating 5% of the profits from all the customer monthly call charges.

## Business Cornwall

For unrivalled online coverage

- ▶ Latest breaking Cornish business news
- ▶ Exclusive podcasts
- ▶ Networking Calendar
- ▶ Download back issues

[www.businesscornwall.co.uk](http://www.businesscornwall.co.uk)



**Business  
Cornwall is  
the business  
website**



## Why do you need The Cornwall Business Fair?

Advice. Support. Connections.  
A step in the right direction.

The Cornwall Business Fair aims to bring together companies from across Cornwall. You will see a major exhibition, a networking area, advice on the local business scene and much, much more.

All run by real businesses, with real businesses in mind.

### THE CORNWALL BUSINESS FAIR

10am – 4pm Wednesday 18th May 2011

Lemon Quay Truro

[www.cornwallchamber.co.uk/the-cornwall-business-fair/](http://www.cornwallchamber.co.uk/the-cornwall-business-fair/)

Also follow Cornwall Chamber on:   /cornwallchamber



When your company is facing financial difficulties, it's easy to let the problems blind you to the opportunities. Talk to us, together we can turn it around.

...and see the **bright solution** 



Turn *it* around 