

Business Cornwall

Issue 49

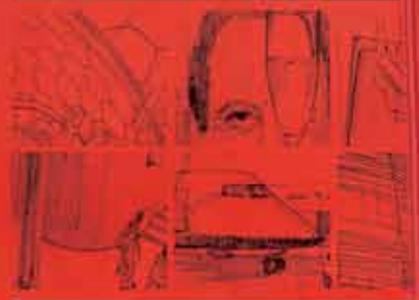
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April 2011



The issue for a Cornwall-led
idea of Body Enterprise Partnership

Empowering Enterprise



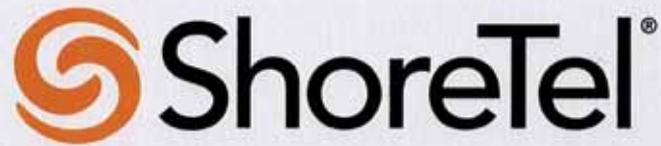
Opportunity knocks

But will sector in-fighting hinder LEP prospects?

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- ▶ Zeitgeist
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Terri Thomas
Senior Director of Customer Care

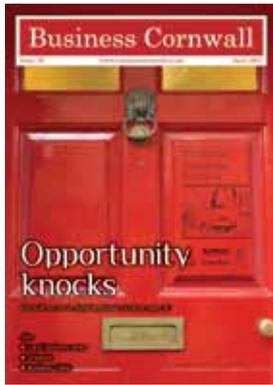
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Letters

Email your letters to nick@businesscornwall.co.uk, alternatively post them to the address at the front of the magazine. We endeavour to print all correspondence to the magazine, good or bad, as long as they're not going to get us into trouble with the lawyers!

FiT to bust?

Dear editor

On February 7, the Minister of State Greg Barker announced a fast-track review of the renewable energy Feed In Tariff (FiT) with the intention of restricting the subsidy of solar energy schemes to a maximum installed capacity of 50 kilowatts (kW), a hundred times lower than the current 5 megawatts (MW) qualification level.

Since the FiT came into effect in April 2010, a robust large scale solar industry has been established in Cornwall on the promise that each (solar scheme) is paid for every kW hour it produces.

With many proposed 5 MW schemes now under way, the Cornish solar industry has already invested millions of pounds into consultation, design, environmental surveys and planning applications to ensure the development of high quality projects, much of this investment employing local businesses and creating jobs.

Reducing the FiT will not only kill an industry over-night, cutting jobs, contracts and personal investment but will also deny Cornwall the opportunity of being at the heart of a sustainable energy industry as well a chance to lead technological innovation for which it was once famous.

Stories about the countryside being paved with solar panels are simply not true; market forces, lack of suitable sites and strict planning controls would probably produce less than forty large scale solar sites within the county and few outside.

It is true that the domestic and small scale commercial schemes are important to the solar energy mix but the larger 5 MW sites are vital in producing the amounts of clean energy needed to benefit the Cornish and UK population as a whole. They will stimulate self sufficiency and help secure against the rising costs of fossil fuels and foreign imports as well as providing a sound investment for pension funds, spreading the benefits of FiT even further. The idea that small scale solar will not



be corporate run is also very much in doubt.

As the Government looks towards the private sector to fund sustainable energy, news of the fast-track review has already damaged City and banking confidence in its ability to trust Government policy when weighing up risk. Investment into sustainable energy technology has now almost dried up, which is a worrying situation.

I fear that the review will not only damage many individual businesses and investors in Cornwall but also a potentially viable and exciting Cornish solar industry, not to mention the matter of trust in the Government when it comes to energy policy.

**Rupert Warwick,
Skyfield Communications**

Where's the Incentive?

Dear editor

Re: 'Energy company in administration' (businesscornwall.co.uk March 4, see also *Digest p13*).

Quite a lot of EarthEnergy's problems were due to Government announcing the Renewable Heat Incentive (RHI) scheme, and then not implementing it. The sooner they implement it, the better.

We have been putting a lot of pressure on Government to come good on

Events

April 6

Mid Cornwall networking breakfast
The Cornwall Hotel Spa
www.cornwallchamber.co.uk
Tel: 01209 216006

April 7

Better Business Club
Penlee House Gallery
www.cornwallchamber.co.uk
Tel: 01209 216006

April 8-9

Green Build Cornwall
The Eden Project
www.csbt.org.uk
Tel: 01726 64651

April 12

IoD South West
Foundation Building, Eden Project
Tel: 0117 905 5050

April 19

Cornwall Chamber breakfast
Truro Prep School
www.cornwallchamber.co.uk
Tel: 01209 216006

April 30 - May 1

The Cornwall Home Show
Kingsley Village, Fraddon
www.cornwallhomeshow.co.uk

May 5

Securing the Future of Farming
St Mellion International
Tel: 0845 600 9966

their promises – with lots of support, by the way, from our MP Sarah Newton – and we hope that the RHI comes in to support both existing and new jobs in renewable energy.

Richard Freeborn

LEP disharmony

The makeup of the first board for the Cornwall and Isles of Scilly Local Enterprise Partnership should be revealed in the coming weeks.

I am told that the level of applicants has been extremely high, which should bode well for its future, but judging by the LEP debate we held last month and subsequent internet forums, the board will have its work cut out in engaging the private sector as one unified body.

Amid recriminations of who has or has not been consulted or involved, it is imperative that for the project to succeed, the private sector sings with one voice.

This would appear to be some way off, however, with the local leadership of the FSB and the recently formed Cornwall Business Forum particularly disaffected with the way things are developing.

And the LEP in Cornwall and the Isles of Scilly is unlikely to be as private sector led as many would hope. MP George Eustice said as much during the debate – “if you are too reliant on the public sector...they will usually drive agenda, and that’s something we might have to accept”.

It wasn’t all disagreement during the debate, however. Indeed, most agree on its aims and priorities, it’s mainly the mechanics and structure where the differences lie.

We broadcast a live video stream of the debate over the internet on our web site, while also doing a live Twitter wall. It is something we will increasingly look to do in the future, as we look to provide as comprehensive a coverage of the Cornish business scene as possible, on as many platforms as possible.

Another media that has been proving particularly popular on our



website recently, is the audio feature we provide courtesy of our friends at Kernowpods.com.

In recent months the podcasts have provided an extra dimension to our coverage, featuring exclusive interviews with leading business figures from events up and down Cornwall as they happen.

Remember, for the very latest and most comprehensive daily coverage of the Cornish business scene, go to businesscornwall.co.uk

Nick Eyrie

Digestgeneral

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Cornish BID hat-trick

A third Business Improvement District (BID) is set to be formed in Cornwall following an overwhelming ‘yes’ vote from Newquay’s businesses.

74% of the companies that voted were in favour of the scheme, meaning that the Newquay BID becomes the 110th BID to be approved in the UK and the third BID in Cornwall, following Truro and Falmouth.

From April 1, funding of circa £150k a year for five years will be available to spend on projects that the business community have already indicated are priorities and that can make a significant impact.

The funding, raised through every organisation paying 1% of their rateable value each year into a ring-fenced pot, will be firmly in the control of the private sector and managed by Newquay BID, a not for profit company limited by guarantee. 85% of all businesses will pay less than £10 per week.

Veryan Armstrong of The Headland Hotel and chairperson of the Newquay BID Steering Group said: “This is a superb



achievement and we are delighted that the BID has been successful.

“This result shows real spirit amongst Newquay businesses to move ahead to a brighter future and today marks the beginning of a very exciting chapter for our resort.”

Key Network is Law Firm of the Year

A group of property solicitors has been named Law Firm of 2011 at the Cornwall Law Society’s annual awards dinner.

The Key Network comprises a consortium of property lawyers from a number of firms across Cornwall, formed to improve links with estate agents and streamline the house buying process.

In addition, Stephens Scown partner Alison Nicholls scooped the Outstanding Contribution award in recognition for her work with the Key Network.

Social media myth busting

Forty leading local business leaders took part in a special marketing masterclass last month on how to use the power of social media more effectively.

The event was run by Cornwall Brand, an ERDF Convergence and Cornwall Council project, hosted by Cornwall Development Company (CDC).

The masterclass was led by social media and self proclaimed word of mouth evangelist, Molly Flatt from 1000Heads, the largest dedicated global word of mouth agency.

She showed businesses, ranging from renewable energy, food and drink to IT specialists, how using social media could improve their visibility, customer base and ultimately their bottom line.

John Cowles of EGS Energy, the company behind Eden's deep geothermal energy project, said: "There are lots of myths out there about social media so it was great to have a fresh perspective on how to approach social media to ensure it works for your business, whatever the sector." ▶



▶ Molly Flatt: Social media guru

Uni approval for therapy partnership

The Cornwall Therapy Partnership, formerly Bodmin Psychotherapy and Counselling Centre, has gained University approval from Birmingham City University, for its psychotherapy training programme.

As a result, for the first time in Cornwall, local people will be able to train to gain a Masters degree in psychotherapy.

It also means that the Cornwall Therapy Partnership can now offer training from basic theory and skills up to a Masters degree, the first training provider in Cornwall to do so.

The Partnership's Dr Cathy McQuaid said: "This is great news because it means

the people of Cornwall can not only train to a higher level without having to leave the county but that also that the clients and patients who are currently receiving counselling or psychotherapy will benefit from working with therapists who have gone that extra mile to achieve University Masters level training." ▶

Accountant opens Falmouth office

Truro-based accountant and business adviser Lang Bennetts has opened a new office in Falmouth.

The company says its expansion has been prompted by a number of recent retirements in Falmouth's accounting fraternity and the firm's recognition of the town as a vibrant growth area for business.

The new office is being managed by Loreen Shepherd, assisted by Gina Wilkes, both of whom have moved from Briants, another Falmouth accountancy firm. ▶

Jump for charity

A local charity is calling on all high-flying business types to take the Corporate Skydive Challenge.

Children's Hospice South West (CHSW) is appealing for local companies to take to the skies in aid of the Precious Lives Appeal at special corporate skydive days being held at Perranporth Airfield on May 27 and September 9.

For more information and to request an information pack, contact Bernadette Thoreau on 01872 261166. ▶

Red Arrows point to Falmouth

The RAF's Red Arrows will be bringing their spectacular display to the skies above Falmouth for the third consecutive year thanks to sponsors Falmouth Harbour Commissioners (FHC).

The Red Arrows are provisionally set to perform on Wednesday, August 10, as one of the highlights of Henri Lloyd Falmouth Week. It is hoped the full display will include some of the Red Arrows' signature formations including the Heart, Arrow and Concorde.

Last year 25,000 people flocked to the town to watch the world-famous aerial display – although it is thought thousands more viewed from other vantage points around the Carrick Roads – bringing significant economic benefits to the area.

FHC Chairman David Ellis said: "Falmouth Harbour Commissioners are proud to be bringing the iconic Red Arrows to Falmouth once again this year to add that an extra special bit of excitement to Henri Lloyd Falmouth Week.

"Seeing the Red Arrows above Falmouth is a sight to behold and has quickly become one of the highlights of the week."

As well as sponsoring the Red Arrows, FHC plays a major role in ensuring sailors and teams competing in events over the week-long festival remain safe, both whilst out at sea and when moored within the harbour. ▶



Safety first for Navy man

A new company has been launched providing businesses across Cornwall with a range of first aid training and health and safety solutions.

Kensa Safety Solutions is the venture of Nigel Row, who has just retired from the Royal Navy after 22 years, the majority of which was based at RNAS Culdrose.

He commented: "What we hope to achieve with Kensa is a first aid and safety company that understands the needs of small and medium sized businesses." 



 Nigel Row: New venture

International air conference in Newquay



 Headland Hotel: Conference venue

Delegates will gather at the Headland Hotel for the seventh bi-annual International Forum on Air Transport in Remoter Regions.

The three-day event (April 5-7) will include speakers from Newquay Cornwall Airport, Skybus, European Regions' Airline Association, Orkney Islands Council, Air Southwest, and South Pacific Aviation & Management. 

Airlines, airports, and economic agencies serving the world's remote regions are converging on Newquay this month.

Pascoe up and running

A new company offering free-lance business support services to firms in west Cornwall has been set up.

Beckie Pascoe, who has more than 16 years experience in a number of admin and office management roles, decided to go it alone after successfully completing a women's business start-up programme through Truro and Penwith College's Empowering Smart Women project.



The new venture offers a varied range of business support from basic and tailored administration tasks, through to more complex IT skills. 

National win delights Marbel

Lostwithiel-based toy supplier Marbel Ltd has been appointed exclusive distributor for the Brio collection in the UK and Republic of Ireland.

Marbel will be distributing the entire Brio portfolio, including its wooden railways and the new Classic range, which features the signature wooden toys in a new, modern design.

Marbel marketing manager, Phil Nelson, commented: "We are delighted to be working with Brio and we are looking forward to a long term co-operation between both companies.

"The Brio classic ranges are of course timeless and we are really excited to be bringing the fantastic new Brio product lines to the UK market." 



Datasharp strikes gold

An engineer employed at Truro-based telecoms and document solutions company Datasharp has been awarded a prestigious technical accreditation.

Clive Ashby is only the fifth person in the UK to make the grade as a Gold Standard Sharp Technician for his work as a photocopier engineer at Datasharp's head office at Truro Business Park.

"We are delighted that Clive has succeeded in reaching these demanding standards. In fact, the whole sales and engineering team at Datasharp is a hard one to beat," said Clyde Edwards, area manager at Sharp Electronics UK Ltd.

Paul McIntosh, Datasharp's CEO, added: "We're so proud of Clive and all our copier team. Their dedication and



Golden guys: Datasharp's copier team

commitment to providing our customers with the best service available shows in their effort to futureproof their skills, so that whichever way the market goes Datasharp continues to provide the best service."

Tel: 0800 027 7064

Penzance film star

Cornwall's longest-established film and television company, Three S Films, is extending its business beyond the Tamar having recently completed a promotional film for the University of Exeter.

The seven-minute piece is part of an international campaign to showcase the university as a premier destination to study and teach.

Penzance-based Three S Films, which has been established for 30 years, provided a full 'Script to Screen' service.

Director Mitch Adams said: "I am delighted with the result; it really does justice to the grandeur of the Victorian campus alongside the sleek, brilliantly equipped 21st century £400 million expansion."

Blue sky thinking



Chris Royden: "Perfect solution"

Telecoms and IT specialist Bush Telegraph is planning extensive growth through the latest 'cloud technologies'.

Truro-based Bush Telegraph is taking advantage of the rollout of superfast broadband in Cornwall, by offering

SMEs the advantage of applications that were once considered the preserve of the major corporates.

Cloud computing effectively negates the need for expensive computer hardware in the workplace, with all services provided down the internet in the 'cloud'.

CEO Chris Royden explained: "In this current economic climate, companies of all sizes are looking for ways to save money, the cloud option is a perfect solution and makes ideal usage of the emerging superfast network."

To coincide with the launch, Bush is offering a free four-month trial of the Microsoft Exchange or Microsoft Communicator applications.

Tel: 01872 245245

Briefs

Birthday gift: Sue Bradbury PR has celebrated its eleventh year in business with an updated brand image, developed by Adrian Toms at Nine Design, and a new website created by Newquay-based Buzz Interactive.

Expansion: Newquay-based Apple Mac specialist CTS is moving to larger premises opposite the train station on Cliff Road. The new shop will officially open on April 16.

Tweeting tips: Penryn-based marketing and PR agency Eventy is offering a social media training package which includes showing an organisation how to set up a Twitter account; the functionalities of it; and then how to reach new audiences, with hints and tips on how to best use Twitter as a tool. Tel: 01326 376273.

Rebrand: Website management company Coast Publishing has rebranded as Coast 360 Digital Marketing. The company was established in 2005 as a magazine and website publishing concern and director Elliot Walker explained: "This rebrand and refocus on digital marketing is long overdue. The word 'publishing' has associated us with print production, which is a world away from our core expertise in web-based services."

Superheroes in a jam: Around 20 people came together on and offline in Cornwall last month to compete against other teams across the world in a 48 hour design challenge. Held at the Pool Innovation Centre, the Global Service Jam gave participants just two days to design a new service based around a shared theme of 'Superheroes'.

Preserving Cornish boatbuilding

Cornwall Marine Network (CMN) has teamed up with EU counterparts to record the skills unique to wooden boatbuilding that are in danger of disappearing due to an aging workforce.

The trans-national project will see skills recorded in boatyards across Cornwall, Belgium and the Netherlands over the next 12 months.

This material will then be collated in an online training facility for future generations. The training package will be promoted across Europe to encourage people to engage with the traditional boatbuilding sector and to encourage people to pursue a career in boatbuilding.

CMN's Tim Bowerbank said: "The Traditional Maritime Skills project will produce a range of quality educational resources that will support the teaching of traditional boatbuilding to current and future generations. The project's website will include a Virtual Learning Environment with movie clips, interviews, photography, CAD drawings and a course-framework."

The programme, called '2 Seas', is worth a total of £1m and is funded through the European Regional Development Fund.

CMN member Mash Derrick, of Mash Derrick Designs in Flushing, has been



▶ Traditional: Wooden boatbuilding

enlisted as a consultant to help research the roles and skills employed across traditional boatyards in Cornwall.

Cornish boat-builders supporting the project include Marcus Lewis in Fowey, Chris Rees in Millbrook and Jon Albrecht in Gweek. ▶

A question of logistics

It could have been a logistical nightmare, but an operation to transport two massive drill rigs across Falmouth went without a hitch, thanks to a bit of old-fashioned teamwork.

Specialist marine drilling company Fugro Seacore needed to move the 200-tonne drill rigs it had constructed on its site at Bickland Water Road to Falmouth Docks, where they would be loaded onto a ship bound for Indonesia.

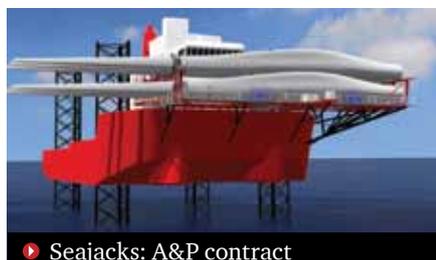
Shifting the huge drill rigs across town would have involved completely dismantling them in order to safely manoeuvre through the narrow entrance to Falmouth Docks and the railway bridge at Bar Road.



▶ Challenge: Massive drill rig

But instead, the partially dismantled rigs were simply loaded onto a low loader trailer for transfer to a Submarine Services barge at A&P's new Ponsharden site and transported down the river to the dockyard's Queen's Wharf. ▶

A&P under new ownership



▶ Seajacks: A&P contract

Ship repair business A&P Group is under new ownership for the second time in 18 months.

A&P operates two shipyards in the north east, and one in Falmouth. It was bought by The Bailey Group in July 2009, and has now been acquired by Atlantic & Peninsula Marine Services Ltd, whose investors include directors of Cammell Laird Shiprepairers and Shipbuilders Limited.

The new owner says it is committed to A&P's continued growth, including into new sectors such as the oil and gas and renewable energy markets.

The existing management at the three yards, which in Falmouth is headed by Peter Child, will remain in place.

Meanwhile, up to 100 new jobs are to be created at the docks after A&P Falmouth won a multi-million pound renewables contract.

The contract will see A&P construct 100 tonne blade racks for two self-propelled jack-up vessels owned by Seajacks International. The state-of-the-art vessels are purpose built for installing and maintaining offshore wind turbines, and are being converted for use on a huge wind farm off Liverpool. ▶

CMN work 'vital' says Lavery

Cornwall Marine Network (CMN)'s support to the marine industry was described as "vital" during a recent visit by Council chief executive Kevin Lavery.

Lavery was visiting CMN's newly-expanded offices along with head of economic development Sandra Rothwell.

The pair heard how CMN is dedicated to increasing the prosperity of its member marine businesses and has brought £6.1 million of funding into the Cornish marine sector since 2005.

"The marine sector is an important part of Cornwall's economy," said Lavery. "As well as its direct economic impact in terms of good quality jobs and value to the economy, it is also a key element of a wider range of industries such as offshore renewables and tourism.

"The work of Cornwall Marine Network is clearly vital in ongoing support to the sector in areas such as marketing and training. We also see the network having a very valuable role in the future – not least in helping our two-way communications between marine related business and the emerging Cornwall and Isles of Scilly Local Enterprise Partnership." ▶

Devonwall and Germany

VisitCornwall has joined forces with its Devon counterpart in a public relations campaign to promote the region to German visitors.

Malcolm Bell, head of tourism at VisitCornwall, explained: "8% of the 4.5 million visitors that come to Cornwall each year are from overseas and we know that of these, approximately half are from Germany.

"Focusing on this key market in partnership with Devon will offer greater effectiveness and return on investment than mass market promotion could achieve and will enable us to maximise the positive associations for the region that have already been established."

The campaign will be driven by consumer and trade PR activity in a bid to increase German media coverage of the region and will include journalist



▶ Malcolm Bell: "Key market"

visits, press events and travel focused news feeds.

There will also be some cross over with other German speaking markets such as Austria and Switzerland. ▶

The Barn Club is back



▶ The Barn Club: "New start"

The Barn Club in Penzance has reopened following a major £750k refurbishment.

The club closed its doors last July, after owners Audrey and John Goodhew had been leasing it to another company for four years.

The goal, they say, is to create a brand new, "sophisticated and luxurious club" for Cornwall.

"This is a fresh new start for The Barn Club," said John Goodhew, "and a massive investment is taking place to create a completely new venue in which every single element will be brand new – except for the name." ▶

Retallack in administration

North Cornwall-based luxury self catering holiday specialist Retallack Resort & Spa has gone into administration.

Simon Girling and Tony Nygate of BDO LLP in Bristol have been appointed Joint Administrators and are currently managing all aspects the company's affairs.

Retallack director Amy Keyter explained: "Like everyone in the industry we have been facing a number of challenges with the current recession, however as a company we are determined to meet this all head on, hence us

asking BDO to act as administrators to give the breathing space to take the business forward."

Girling commented: "I can confirm that we are working with the Retallack team and the focus of our actions is to make sure the business is in strong and efficient shape and for us to work together to plan the most successful future for the business."

During the process, both parties stressed that the resort remains fully open and it "business as usual". ▶

Briefs

Awarding: Three Cornish tourism businesses have reached the finals of the Enjoy England Awards for Excellence 2011. The Porthminster Café in St Ives; the RED Hotels group, which comprises The Scarlet and Bedruthan Steps Hotel in Mawgan Porth; and Global Boarders Gourmet Surf Experience in association with Ben's Cornish kitchen will find out whether they have been successful or not at a ceremony later this month.

Nourishing: The Spirit at St Mary's Hall Hotel has become the first restaurant on the Isles of Scilly to join the Sustainable Restaurant Association, a nationwide not-for-profit association which was launched last year.

Opening: Tregarthen's Hotel in St Mary's on the Isles of Scilly has reopened for the new season following the completion of a £400k redevelopment programme. All bedrooms and bathrooms have been completely refurbished, while the lounge area has also been given a makeover.

Cork-ing: Air Southwest has resumed its route to Cork for the summer season. The airline flies from Newquay Cornwall Airport to the Irish city three times a week.

Luxuriating: Luxury holiday lettings specialist Cornish Cribs has launched a new service targeting the corporate market. A bespoke professional package of teambuilding and leisure activities has been created by sales manager Nici Hewitt, for companies to experience while staying at one of seven exclusive properties in Cornwall.

Outstanding: South west travel agency Newell's TRAVEL has been named Outstanding Agency of the Year by the Global Travel Group. The Falmouth-based agency has eight branches throughout Cornwall and Devon.

New plans submitted for beach development

A fresh planning application for the controversial Carlyon Bay development has been submitted to Cornwall Council.

The application is for a mixed use development comprising 511 unrestricted occupation residential units allowing for a mix of permanent and short-term stay plus leisure and commercial floor space which will accommodate health, sports and recreational facilities plus bars and restaurants and some small shops.

If finally given the go ahead, it will represent one of the largest private sector investments ever seen in Cornwall.

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

Following a public inquiry in 2006, developer Commercial Estates Group (CEG) announced that it would re-examine some of the key issues, then in 2009, CEG revealed that it was exploring alternative options for a realigned sea defence system.

The result is now with the Council and includes a more natural look on the contentious Shorthorn beach site with less development, extensive landscaping and a reinforced sand dune effect sea defence system instead of the original concrete sea wall.

On Crinnis beach it is proposed that a layering of buildings is created with the higher ones positioned to the rear of the site with a pedestrian main street and a variety of winding routes with glimpses of the sea between the buildings and open spaces.

The setting back of the sea wall on both beaches has created an additional



▶ Carlyon Bay: Plans with Council

eight acres of beach substantially reducing the development area.

CEG's development director Jon Kenny said: "The latest plans are a result of nearly two years of extensive work and consultation with the local community aimed at achieving the very best for the county. We've taken on board many of the views and suggestions expressed by local people and revised our ideas accordingly."

The council's strategic planning committee is due to hear the application in late spring. ▶

WWA acquires Baseline



▶ Team: WWA directors

Truro-based international construction consultancy Ward Williams Associates (WWA) has acquired another Cornish consultancy and announced the opening of a new office in Saudi Arabia.

The company, which also has offices in Plymouth, Bristol, Evesham and London, has now acquired the neighbouring Truro Business Park business Baseline, a specialist

project management and building surveying practice.

Martin Ayliffe, who was MD of Baseline, has joined the WWA board as director of project management.

WWA has absorbed the latter's seven staff and, together with six newly-created jobs of its own so far this year, now employs 93 people.

Chairman Roland Tiplady said the Baseline acquisition would strengthen WWA's ability to deliver specialist project management services and enhance existing building surveying capability.

Meanwhile, its new Riyadh office consolidates its presence in the Middle East, where WWA is also handling projects in Morocco and Lebanon, along with the hope of new business soon in Syria.

The company's overseas contracts now account for 45% of turnover, which totalled just under £5 million in the year ended November 30 – more than double the level of two years earlier.

WWA's Riyadh office is being run by Martin Robertson, a board member for ten years and most recently based at Truro and Bristol. He will shortly be joined by two assistants.

WWA has also welcomed two new directors. Nick Andrews has moved from Davis Langdon in Plymouth and is now responsible for cost management. Alan Gladwin, previously with Davis Langdon in Bristol, is now heading up WWA's Bristol office. ▶

Spiral extension opened

A £600k office and factory extension for Cornwall-based Spiral Construction Ltd was officially opened last month by West Cornwall MP Andrew George.

The extension, at Spiral Construction's headquarters in Helston, has been supported by more than £265k of ERDF Convergence money with the rest of the investment coming from the company itself.

It will safeguard five existing jobs and create five more; support Spiral's

planned expansion into new products and markets and save the business money by making it more environmentally efficient.

Spiral MD Eric Nicholls said: "This extension will help us meet the increased levels of competition in our sector, progress to the next level of sustainable growth and improve productivity and profitability." ▶

Hotel up for RICS award

A St Austell restoration project has been submitted for this year's RICS awards.

The Cornwall Hotel Estate and Spa at Pentewan Road in Tregorrack has been entered for the Building conservation category.

Regional winners will be announced later this month and will then go through to the national final in October. ▶

Pasty wins protected status

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

The decision from the European Commission means that from now only Cornish Pasties made in Cornwall and following the traditional recipe can be called 'Cornish Pasties'.

The Cornish Pasty Association (CPA) first submitted its application for PGI status in 2002 to protect the quality and reputation of the Cornish Pasty.

David Rodda from the Cornwall Development Company and spokesperson for the CPA, said: "Receiving protected status for the Cornish Pasty is good news for consumers but also for the rural economy. By protecting our regional food heritage, we are protecting local jobs.

"Thousands of people in Cornwall are involved in the pasty industry, from farmers to producers, and it's important that the product's quality is protected for future generations."

Chairman Alan Adler added: "We lag far behind other European countries like France and Italy, that have hundreds of food products protected, and it's important that we value our foods just as much."

The Cornish pasty has joins 42 other British protected products including Cornish Clotted Cream, and Melton Mowbray pork pies.

Nick Ringer, MD of Crantock Bakery called the ruling "fantastic news for all Cornish producers", while Gavin Williams, CEO of West Cornwall Pasty Company said: "There are lots of poor imitations out there and we are over the



David Rodda: "Good news"

moon that the Cornish pasty has been given the protected status it deserves."

St Austell and Newquay MP Stephen Gilbert added: "The days of rubbish pasties being made in factories up and down the country before being sold as 'Cornish' are over. This is great news for the Cornish economy and great news for pasty lovers everywhere."

No compromise on quality

Despite being in a time of economic austerity, it would appear that UK consumers are determined not to compromise on quality when it comes to food and drink.

That's the conclusion of an ICM survey, commissioned by Cornwall Development Company (CDC).

86% said they would spend money on quality food and drink as a means of treating

themselves this year, despite 70% of people acknowledging that they will have to be more careful about how they spend their money.

81% chose quality of ingredients as one of the most important criteria when purchasing food and drink, with nearly half of all those questioned (46%) unprepared to compromise in order to save money.

Singing for their beer

Cornish 'boy band' Fisherman's Friends are singing for their beer after agreeing a novel partnership with St Austell Brewery.

As part of a year-long sponsorship deal to sing and become face of Tribute Ale, rather than cold hard cash, the guys will be paid cold wet beer.

Brewery MD James Staughton said: "We're incredibly proud of our Cornish heritage and as Cornwall's biggest brewery are delighted to be working with



Fishermen's Friends: Beer lovers

Port Isaac's Fisherman's Friends. We love their singing and they love our beer - it's a perfect match!"

A spokesman for the band had a note of warning, however, for Staughton.

Commenting on the results, celebrity chef Rick Stein said: "With Cornish line caught sea bass gracing the tables of many a Michelin starred restaurant in the capital and Cornish blue cheese voted as best in the world, the quality lve always recognised is suddenly becoming much more generally realised."

Cornwall's vibrant food and drink industry is worth approximately £1.5 billion to the local economy.

He said: "It is so refreshing to be able to negotiate such a liquid deal. No lawyers and huge fees for Port Isaac's Fisherman's Friends, just great beer. We are just not sure St Austell know quite how much beer they drink!"

Sharp's increases capacity

Sharp's Brewery has taken delivery of two new fermenting vessels, which will increase its brewing capacity by 1100 firkins, to produce a further 300 brewers barrels each week.

The equipment investment, worth around £125K, is evidence, says the Rock-based brewer, of its continued growth

plans since being acquired earlier in the year by Molson Coors for £20 million.

Stuart Howe, head brewer at Sharp's, said: "This is an exciting time for the brewery. It means planned growth for Doom Bar and the other Sharp's beer brands can now be supported."

Ginsters beats Kylie

Ginsters is officially more popular than Kylie Minogue.

Ginsters' new £6.5 million campaign, its biggest marketing push to date, recently took the weekly UTalk-Marketing People's Choice Award for most popular advertisement.

UTalk polled 1,000 consumers, asking them 'which of the following ads would encourage you the most to buy their product or service?'

And Ginsters' 'Man Plea' campaign came out on top, ahead of a Lexus car ad featuring Kylie, and a Coca-Cola ad.

Mark of approval for leisure centre

Carn Brea Leisure Centre Trust has been awarded the Social Enterprise Mark, identifying it as trading for social and environmental purposes.

It joins other ethical businesses to have been awarded the Mark, including the Eden Project, Pentreath Ltd, Age UK, and the Big Issue.

Government data estimates that there are 62,000 social enterprises

across the UK, contributing £24 billion to the economy and employing around 800,000 people.

Barry Holding, Carn Brea's centre manager said: "We're really proud to have been awarded the Social Enterprise Mark. Carn Brea is absolutely committed to supporting sustainable businesses and consequently helping local communities to thrive and prosper."

Staff were presented with the Mark



Leisure time: MP's presentation

following a tour of the centre by local MP George Eustice.

Lawyer gives green thumbs up

An £860 million fund to grow the take-up of renewable heat generation in the UK has been welcomed by Stephen Scown's renewable team as a 'great opportunity' for local businesses.

The Department of Energy and Climate Change (DECC) has published details of its long-awaited Renewable Heat Incentive (RHI) scheme which will pay businesses and householders for the amount of usable heat they produce from renewable sources.

If it takes off, as the Government predicts, the impact of the RHI would be the equivalent of taking 20 gas-fired power stations off the National Grid.

Sonya Bedford, head of renewables at local law firm Stephens Scown, said: "This scheme is all about scaling up the use of renewable heat technology in an effort to reduce carbon emissions and create a competitive market that eventually brings down the cost of technology to make it affordable for all.

"In the south west there are more than 100 companies working in the heat pump sector alone so the availability additional funds to effectively reward people for generating renewable heat is a great opportunity for suppliers, installers and technicians, and will have a positive knock-on effect in the supply chain."

Power company in a fit over review

A campaign has been launched in the wake of the Government's decision to call a review on the Feed-in-Tariff (FIT) scheme.

The Government announced a review of the FiT scheme in February, amid concerns that too much of the funding was being taken up by commercial operations.

Now a solar farm developer has launched a campaign – Power to Society – to enable the public and landowners to register their support for solar energy, and to write to their MP urging a rethink over the review.

Low Carbon Solar fears the review could spell the end for 'community scale

schemes', which could provide green energy for tens of thousands of homes and businesses.

Mark Shorrock, CEO of Low Carbon Solar and the driving force behind Power to Society, said: "In pulling back on a commitment to support solar energy, the Government will cause the abandonment of scores of 'Big Society' community-owned schemes and hundreds of other developments that could have seen individual parishes benefit from up to £25k every year and more local jobs created."

Green Build at Eden

The Eden Project will host Cornwall's first exhibition of sustainable building on April 8 and 9.

Green Build Cornwall has been organised by Cornwall Sustainable Building Trust with funding support from ESF (European Social Fund) Convergence.

It will showcase green building options and the renewable energy sector in Cornwall and the Isles of Scilly as

well as training and career development opportunities throughout the country.

Eden's sustainability manager Caron Thompson said: "The interest in building sustainably is increasing rapidly and Cornwall is well-placed to be a leader in this field so we are delighted that this event is being held at the Eden Project."

EarthEnergy in administration

Falmouth-based renewable heat company EarthEnergy Ltd went into administration last month.

The company, which makes ground source heat pumps, claims to have been a victim of the public spending squeeze.

MD Brian Kennelly said: "Most of our business was related to the public sector and it pretty well dried up following the Comprehensive Spending Review in October."

Administrators are said to be "very hopeful" of finding a buyer for the firm which was founded in 1996 and employs 24 people.

Ian Walker of Begbies Traynor said: "This company is at the forefront of the industry in pioneering green energy. There is likely to be considerable interest in the business and I am very confident the business will be sold as a going concern in due course."

Management change

The Land's End Hotel has reopened with a new management team in place and a major refurbishment having just been completed.

More than £250k has been invested in the three-star hotel, with renovations to the restaurant, lounge bar and reception area.

Leading the new team is hotel manager Anne Wood, with restaurant and bar manager Ruchira Baker and head chef Paul Brennan.

Wood joins Land's End after 17 years in Belize and Guatemala, where she was managing director of film director Francis Ford Coppolla's luxurious resorts.

Brennan has been in the industry for 20 years, has spent the past three years as head chef at the Falmouth Hotel.



▶ Anne Wood, Paul Brennan and Ruchira Baker

Baker worked alongside Brennan for the past three years as the restaurant and banqueting manager at the Falmouth Hotel. She has also worked at the Tresanton Hotel in St Mawes and Seven in Truro. ▶

New booking for Classic

Specialist holiday lettings company Classic Cottages has appointed a new booking office consultant.

Liz Cowley has joined the team from St Ives' Harbour Hotels group, and will be responsible for handling telephone enquiries from both holidaymakers and property owners.

Nicky Bennett, booking office manager at the Helston-based company, said: "Liz has settled into her role very quickly and we're all really happy to have her working with us. She is friendly, enthusiastic and professional and has already proven that she will be a great asset to the team." ▶

Searle back home

Former Miller & Son secretary and administrator, Suzanne Searle, has returned to her job in the Falmouth office after a two-year break.

Although based in the new Falmouth office at in Church Street, she will also have a key role to play in the smooth running of the whole Miller & Son community which includes 13 residential

property branch offices in Cornwall and Devon.

Office manager Sarah Allen said: "We're so pleased to have Suzanne with us again. She has excellent qualifications and experience and I'm sure our clients will quickly come to appreciate her as much as we all do." ▶



▶ Suzanne Searle

Royle appointment

St Ives hotel Tregenna Castle has appointed a new executive head chef.

David Royle has been a head chef for more than 12 years for a number leading hotels and catering companies around the UK.

He said: "I have experienced the good and bad of a wide range of restaurants and at Tregenna I have finally found one that brings all of the good elements together." ▶

Channel hopper

Penryn-based software and web marketing company, Channel Computing, has appointed a new lead programmer.

Tim Gerrish has 30 years experience working as a programmer and software engineer, having served a range of technical businesses including Marconi and CIOS.

Gerrish is the third new member of staff to join Channel Computing in the last seven months. Marketing director, Anna Barrington, said: "We are delighted to welcome Tim into our team, and looking forward to his contribution to our rapidly growing client base." ▶



▶ Tim Gerrish

Concept expansion

Regional recruitment company Concept Staffing has appointed a new branch manager at its Truro office.

Andrew Banfield has been promoted from consultant after six years in the recruitment industry, four of those spent in both the Truro and Plymouth branches.

He said: "Concept is growing all the time and I have been put in this position to ensure the Truro branch stays in line with this growth." ▶

Glass half full

Cornwall's business community give last month's Budget statement a cautious welcome

While few in the local business sector were doing summersaults having listened to George Osborne's Budget statement, neither were they searching for the Samaritans' telephone number.

It was a fairly neutral Budget, with the Chancellor having little scope to put too many smiles on business faces.

However, while saying more could have been done, such measures as cutting corporation tax, reducing fuel duty, simplifying employment regulations and helping with the cost of water bills in the south west were all broadly welcomed by local commentators.

Speaking on behalf of the Federation of Small Businesses, Cornwall Chairman Kevin Oliver said: "The cost of fuel and availability of funding are the main issues being raised with me by our members in Cornwall.

"The actions to stabilise fuel prices, do away with escalators and penny reduction per litre are all welcome, but it does not go far enough help with the devastating position that has already been reached, which is crippling for those living and working in rural Cornwall.

"There was nothing new announced on funding for small business and what has been announced in the past does not go far enough to have an effect in Cornwall. Let's hope that more will be done in this regard over the coming months."

Gerry Jones, chairman of the Institute of Directors in the South West, said: "We welcome the raft of supply side measures announced in the Budget.

"The combination of reduced corporation tax and planning liberalisation will help to lift business confidence at a difficult time.

"However, the scale of deregulation in areas that really matter to business in

general, such as employment law, is still very limited.

"And while the 21 new enterprise zones have real potential, we question why the whole of the UK can't be an enterprise zone."

Deborah Edwards, an accountant with Harland Accountants which has offices across Cornwall, said there were "positive signs" in the Chancellor's statement, but said more needed to be done to help cash flow in the economy.

She said: "An increase in personal allowance and a decrease in corporation tax rates will ease the tax burden for some small business owners for sure, but what is really needed are efforts that keeps money circulating within the local economy.

"There was nothing new announced on funding for small business and what has been announced in the past does not go far enough to have an effect in Cornwall"

"The increase in national insurance and cuts to child tax credits will not help local businesses who depend on people spending money as they tighten their purse strings. A cut in fuel duty and so-called support for south west families with their water bills is another positive but will it go far enough to kick-start job creation, money circulation and therefore demand for products and services that our local small businesses provide? Only time will tell."

Darryn Richards, division director at financial planning company Brewin Dolphin in Truro, said he welcomed the increase in Personal Allowances and the long term objective of raising the individual threshold to £10k.



He also believed the change in inflation adjustment from the Retail Price Index to the Consumer Price Index will have substantial long term effects for individuals, pointing out that in the last ten years there has been a difference of more than 8% between these two indices.

Peter Child, MD at ship repair and marine services company A&P, said Osborne's second Budget as Chancellor had taken "positive steps" to build a more balanced economy that places manufacturing at its heart.

And he remarked: "As a company, we are developing a growing reputation in the marine renewable energy sector and so I was pleased to hear that investment is to be encouraged to support this low carbon energy revolution through the Green Investment Bank.

"At the same time, there was good news on developing and widening the high level apprenticeship programme, which we hope will go some way to bolstering the skills that manufacturers need to remain competitive, although we will need to see the detail on how this programme will be implemented. Also locally the support for water bills for families in the south-west should be well received." ▶

The networked entrepreneur

Partner to Succeed programmer director Tim Bryant, discusses connectivity, collaboration and Cornwall

Make your net work

Nick Jankel, founder of wecreate opened the recent 'InterSections' conference at Eden by declaring "If you have ambition, you need to collaborate".

Jankel, who prefers to describe himself as a 'business antagonist', commented, that a new type of economic landscape is emerging in front of our eyes.

Where there were markets there are now networks, and where there was competition there is now co-creation. But what is causing these changes?

Our need to evaluate and reinvent ourselves following times of austerity is nothing new. The difference following this recession is the abundance of connected-technology available to us all.

Combine these new technologies with the increased social trend to more freely and openly share ideas and information with each other, and we have a very different landscape.

Today, geographically disparate parts of the world are benefitting from a greater ability to effectively 'connect' with core metropolitan regions via their online activities. Peripheral regions in the UK, such as Cornwall, are now able to effectively compete online with global businesses on a level playing field.

This huge surge in our collective connectivity has given rise to a new breed of business person: the 'Networked Entrepreneur'. Chances are that you're probably one yourself? Consider for a moment; how many business contacts do you have today compared with ten years ago? How many of these business contacts reside outside of the county? How many reside overseas? How many have you met only once, perhaps at a networking event, but you have kept their details?

Business Cornwall itself has successfully adapted and evolved itself to better suit 'this new type of business person'. The interactive website in particular provides a valuable online platform for 'Networked Entrepreneurs' to meet, share information and comment upon new ideas in real time. In many ways we are witnessing a modern interpretation of the traditional Cornish principles of doing business, where the value is more about who you know as opposed to what you know.

"Where there were markets there are now networks, and where there was competition there is now co-creation"

Beyond Networking
Highly successful 'Networked Entrepreneurs' don't just connect with like-minded people, they collaborate with them.

Whilst the internet has provided us all with the opportunity to connect with each other, better connection itself is only the beginning. The online 'borderless world' is reflected back to us within our physical workspaces, as traditional departmental and 'silo-thinking' is being rejected as redundant.

In their place, agile groups and networks are emerging and collaboration and partnership working will naturally continue to permeate every aspect of our working lives.

A delegate I sat next to at the InterSections conference commented to me following one of the networking sessions "There seems to be two routes that businesses can go down. Do it yourself or collaborate".

The overwhelming majority of today's businesses instinctively feel that they want to collaborate, and the Partner to Succeed team have discovered at first-hand the critical success factors that enable ambitious SMEs to collaborate effectively.

As Josephine Green commented in her closing address at the InterSections Conference "We are now at the point where need to engage with the world differently. Our next leap of survival is to co-create, co-operate and collaborate".



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A lasting legacy

As the Business Link Convergence service draws to a close, we reflect back on some of the many companies it has managed to help

Take a look back

Over the past two and a half years, the Business Link Convergence service delivered by Peninsula Enterprise has helped countless Cornish businesses to fulfil their true potential and develop their operational and commercial performance to maximise their competitive edge.

Few companies, of course, escaped the clutches of the recession. But, despite the economic pressures, many locally-based businesses are now in a much stronger trading position than ever before thanks to their determination and the wide-ranging support they've received from Business Link.

Successes in the manufacturing and engineering sector are particularly pleasing, but this support has also seen many other new generation businesses across the county take advantage of cutting edge technologies and emerging markets.

Here, we look at just a few of the Cornish companies that have benefited from Business Link's Convergence service and become flag-bearers in the county.

Falmouth-based Inspired Cycle Engineering is rapidly gaining an enviable reputation among aficionados across the world as the designer and manufacturer of some of the most desirable recumbent trikes and bikes on the planet. Last year its worldwide sales rose by 75%.

For over 20 years (18 of them in Cornwall), Silvertree Engineering has been a national and international leader in the field of wireless temperature monitoring and data-logging, making a major contribution to public safety in healthcare, food, pharmaceutical, bio-tech and other sectors. With support from an experienced Business Link adviser, the company confronted the recession by developing a clear strategy for the future.

Similar support enabled Scientific Services Ltd, a nationally-respected

laboratory and scientific consulting business based near St Austell, to complete a major design project to help it bring new services to market and win more business by being at the cutting edge in customer service.

Another ground-breaking Cornish engineering company with some 60 staff also has an outstanding engineering pedigree. The support it has received has now helped St Columb-based A&T Services to open up new markets where its true turnkey service for plant and machinery – from solution design, to manufacture, installation and training – are in growing demand.

Orchid Plastics in Callington has been able to develop an excellent reputation for the design and manufacture of high quality plastic rotational mouldings, and has seen its turnover increase by 35% over the past year. With help from Business Link, it's now building on this success and looks set to double its turnover in the next three years.

Construction is one sector of industry that suffered more than most during the downturn. But, even here, the help provided by Business Link has helped progressive development for many Cornish firms. Building on outstanding technical skill, Helston-based Clayworks Ltd is helping to make true zero-carbon building a practical reality and so help resolve a critical challenge for the building industry.

In the same town, Spiral Construction took the opportunity presented by a major expansion of its premises to harness support from Business Link to help it bring all its buildings and processes up to the highest international environmental standards.

The legacy of the support provided by Business Link's Convergence service in the county has provided firm foundations for all of these businesses and many, many more. It has also helped to instil the self-belief and enterprise vitality that will be the heartbeat of our future economic prosperity. 

“Many locally-based businesses are now in a much stronger trading position than ever before”



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Zeitgeist

A veritable cornucopia of essential business research this month. We reflect on bad sandwiches, lazy workers, the management skills of football managers, and why bad customer service may not be so terminal to your business after all. But remember kids, don't try it at home

South west is most robust

The latest Insolvency Index from Experian, the global information services company, reveals the number of business failures in January was down by more than 10% compared to the previous year.

1,266 businesses failed across the UK in January 2011, representing 0.07% of the UK's business community. This compares with 1,426 in January 2010.

Businesses in the south west continued to be the most robust, with the best financial strength score of 83.10 during January 2011. Wales and the north west were the only two regions to see an increase in the rate of business insolvencies year-on-year.

“Businesses in the south west continued to be the most robust, with the best financial strength score of 83.10 during January 2011”

Medium sized businesses (26-50 employees) had the highest rate of insolvencies (0.17%), while firms with 51 to 100 employees had the worst average financial strength score.

Food retailers suffered the biggest decline in financial strength, while the oil industry remains the top perform-



ing sector in terms of financial strength leading the way with 85.98. **▶**

Entrepreneurial wannabees



“45% of non-entrepreneurs had watched a programme in the last 12 months on how to start or run a business”

TV shows like Dragon's Den and The Apprentice are encouraging increasing numbers of people to become their own bosses, according to Government-commissioned research.

The Impact of Media on Entrepreneurial Intentions and Actions report, published by the Department for Business, Innovation and Skills (BIS), discovered that

one-in-five non entrepreneurs were motivated to start their own business having watched such programmes.

It also revealed that 45% of non-entrepreneurs had watched a programme in the last 12 months on how to start or run a business. 40% said such shows had given them the practical steps to start a new business. **▶**

South west “second happiest” in UK

Professor Zeitgeist is certainly glad he doesn't live in Wales.

Indeed, research commissioned by Uncovered Magazine says he's among the happiest in the UK (79%) living, as he does, in the south west. Apparently, only 59% of residents in Wales confess to being 'happy' living where they do.

The report, aimed at mapping the nation's mental health, has depressing reading for teetotalists in the north east and Northern Ireland, where 57% turn

Customer service

Zeitgeist has some good news for those who subscribe to the Basil Fawltly school of customer service.

According to a report from The HotHive, when faced with consistently bad service, less than 1% of respondents would actually complain or boycott the business, preferring a private moan instead.

Apparently, 47% feel “too embarrassed” to complain, while 75% felt reluctant to complain to frontline staff because they feel it would be of little use. **▶**

to booze to lift the blues, compared to only 24% in the south west.

It's not all roses in the south west, however, with 65% feeling anxious about their finances.

The happiest region to live? East Midlands. **▶**

Sandwich crisis



The business meeting sarnie isn't what it used to be.

That's the damning indictment of a survey commissioned by office design company Maris Interiors, which revealed that 80% of employees think the quality of sandwiches at their business meetings has fallen.

“It's a sign of these austere times that companies are spending much less on sandwiches in the boardroom”

The average cost of sandwiches per person at meetings currently stands a miserly £3.80. When the survey was first conducted in 2006, the average cost was just under £6 per person.

Popular sandwiches back in 2006 included 'crayfish and avocado' and 'chicken teriyaki' – but today 'cheese and pickle' and 'tuna and sweet corn' featured much more heavily in the survey.

Maris Interiors' chairman Michael Howard said: "It's a sign of these austere

times that companies are spending much less on sandwiches in the boardroom. It's certainly a sensible way to cut costs, but be careful not to overdo it: you won't impress a client with jam sandwiches!"

Game of two halves

Being a keen footie fan, Zeitgeist is intrigued to reveal the findings of a survey that says 44% of employees think their bosses' management style is the same as relegation zone Wolverhampton manager, Mick McCarthy, or dismissed Liverpool boss, Roy Hodgson.

The Results International report analysed the management styles of ten Premier League managers, looking at how each would cope running a UK business in today's economic climate.

Most of the business professionals surveyed wanted to work with either Harry Redknapp (28%), or Ian Holloway (23%), and most (34%) likened their own management style to Holloway's.

Learning not to be lazy

More than half of all employees are becoming lazy and unmotivated because they are not given a training budget.

A Global Knowledge survey found that 57% of employees aren't being given the budget for training to develop their skills.

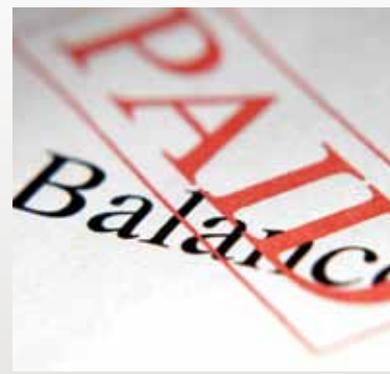
The survey also found that 73% of employees regard learning opportunities as equally important as salary when looking for a new job.

Payback time

It's not just the Government cutting down the deficit, as new research from Unbiased.co.uk reveals that 2010 was a record year for consumers repaying their debts.

Brits repaid 14p of debt in every pound they saved during Q4 of 2010 – slightly less than 16p in Q3 2010.

However, savings have suffered as a result with levels dropping steadily to £15 billion compared to £20 billion in Q1 2010.



The survey also discovered that 49% of employees weren't allowed the time off work to undertake training that they had funded privately.

The age of reason

Over the past decade, an increasing number of people aged 65 and over have remained in work, according to official figures.

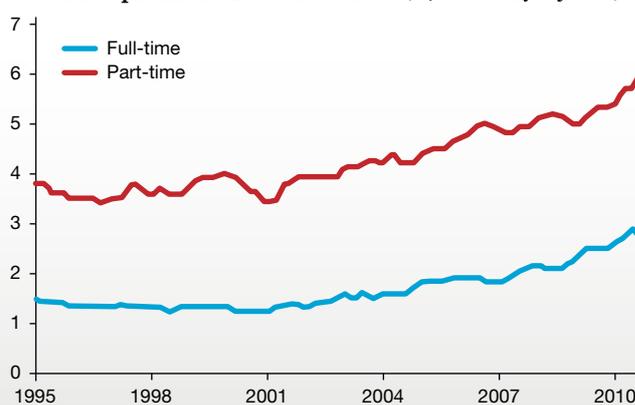
The Office of National Statistics shows that 2.7% of those aged 65 and over still work full time, opposed to 1.2% ten years ago. Part-time workers among the age group has increased from 3.4% to 6.1%.

The 870,000 workers aged 65 and over represent 3% of all workers, a percentage

that has doubled over the past decade.

And while the recession has taken its toll among full time employment for the younger age groups (down 7.4%), it has actually risen among the older workers (0.5%).

Older People in the Labour Market (% , seasonally adjusted)



Source: Office of National Statistics

Pre-mortem not post-mortem?

Oxford Innovation programme manager Roger Grimshaw offers some useful tips on helping to ensure business success

Look before you leap

Business projects fail because too many people fail to speak up – or to consider all the options – during the planning phase.

This is a particular issue for startup businesses because often there is only the entrepreneur to think things through and take decisions and when we are faced with complex decisions our brains revert to simplified patterns of thinking. So an adviser or an objective third party is a good idea.

Whether the project goes well or not, managers typically conduct a post-mortem to look at what went well (or badly) and how lessons learned might be employed in the future, and so the post-mortem has an important role to play.

Better, however, to consider the pre-mortem, a review process that takes place before the event rather than afterwards. Instead of considering what caused the patient's death (when everyone benefits except the patient) we can consider what might go wrong before it can happen and thus save the patient as well.

Business strategy decisions require a level of prior experience and a process that relies in part on intuition. Gary Klein (who first coined the concept of the pre-mortem) suggests gazing into a crystal ball and assuming that the project has gone spectacularly, horribly wrong – to the point of complete and abject failure. Then we need to come up with reasons why. This works because when people go through this exercise they identify more reasons for problems than if they simply try to project into the future.

The worry is that leaders in complex situations seldom have enough experience to make intuitive decisions – or have not considered all the evidence, such as marketing data which they simply have not set about collecting effectively. It is not generally possible to make a strategic decision

with the full facts available (it is in the nature of strategy to be forward looking) and so intuition (the gut feel) comes into play. However, the less involved the leader is and the greater their experience, the more likely it is that an intuitive decision will be correct.

The entrepreneur (and anyone else they can persuade to take part) writes down anything and everything they can think of for the failure – even stuff they would not normally consider. The team then lists an item from each list until everything

has been considered. 80% of the time the result is a better and more robust plan which reduces the likelihood of failure – total or partial. Thus, if failing to sell enough items or hours of service would cause a business to fail, what might stop

the sales and how much of a problem is a partial failure? Can we tie in the cash flow numbers to the sales targets?

The pre-mortem exercise sensitises entrepreneurs and their teams to pick up early signs of trouble once the project gets under way and helps all concerned feel valued for their contribution.

In the end it may avoid a painful post-mortem. 

“Business strategy decisions require a level of prior experience and a process that relies in part on intuition”



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Academy control

Kirsty McAuley of Coodes' academies team highlights some of the legal issues surrounding the opportunities for the county's schools to become academies

Legal education

Business leaders in Cornwall, particularly those with children at school, are very likely to have come across the issue of academies.

Some may be existing governors and others may well be asked to donate their commercial acumen to the boardroom of a new academy.

On 26th May 2010 the Secretary of State for Education, Michael Gove, announced:

"the Government is genuinely committed to giving schools greater freedoms. We trust teachers and headteachers to run their schools. We think headteachers know how to run their schools better than bureaucrats or politicians."

The Academies Act 2010 ("the Act") was subsequently enacted to give effect to that statement. The Act presently allows any school rated as outstanding or good with outstanding features the freedom to operate independently of local authority control. Schools not rated as outstanding may also be eligible to benefit from conversion if they work in partnership with a high-performing school.

The academy conversion requires a number of legal agreements to be drawn up, including the funding agreement, the commercial transfer agreement and the agreement of a Lease with the Local Authority (or the owner of the school property).

Model legal documents have been drafted by the Department for Education for this purpose but it is imperative that schools obtain legal advice and guidance on the implications of the terms of the agreements.

What is an academy?

The academy is set up as a company limited by guarantee with charitable status and must be incorporated with a minimum of three directors, which will

usually comprise of the headteacher, the chair of governors and another party. Additional directors may be appointed at a later stage, which may include the remaining persons on the board of governors at the maintained school.

Due to the interchangeable use of educational, corporate and charitable terminology, the directors of the academy may also be referred to as governors or trustees and this is particularly evident in the Department for Education guidance and standard documentation. This should not be confused as directors, governors and trustees all relate to the same role.

"It is imperative that schools obtain legal advice and guidance on the implications of the terms of the agreements"

How does it operate as a business?

The directors of the newly formed academy have the freedom to negotiate contracts and services acquired on behalf of the school including supplier contracts, employment of staff, legal and financial services etc. In practice this means that the academy, through its directors, is free to make its own decisions regarding the day to day running.

This will clearly be to the benefit of academy schools as they will have the opportunity to enter into the market place and negotiate contracts with third parties. Of course, there is nothing preventing the academy from continuing to use local authority services should they offer the best service and price.

The role of the director is essential and the Act puts control firmly in their hands. Academy conversion is a huge opportunity for governors, headteachers, staff and parents to take control and make it the best possible school it can be.

It is therefore important to appreciate that not only do schools need professional guidance during the conversion process when they will be getting to grips with the new corporate structure, but also to ensure that the new academy is supported by services that will enable the academy to reach its full potential. ▶



Coodes Solicitors run a number of events for schools thinking of converting to academy status. Should you wish to be included in any future events or would like to ask any questions regarding academy conversion, please contact our Academy Team Co-ordinator, Kirsty McAuley, on (01872) 246215 or by emailing kirsty.mcauley@coodes.co.uk

The big debate - LEP

Business Cornwall gathered leading representatives from the private and public sectors together last month and discovered that not everyone is happy with the way the LEP is taking shape

The forthcoming Local Enterprise Partnership for Cornwall and the Isles of Scilly has been a hotly debated topic ever since the Government announced the end of the RDAs.

And feelings certainly ran high at the offices of UKNetWeb last month, as **Business Cornwall** gathered a selection of private and public sector people around the table to discuss the issues and opportunities going forward.

And with the composition of the board due to be announced in the coming weeks, it is clear it will have its work cut out to keep everyone happy...

The beginning

The Government's decision last year to scrap the RDAs in preference to a more local solution was broadly welcomed by the panel.

Cornwall Council corporate director Tom Flanagan highlighted the sheer size of the region under the SWRDA remit and said that policy wasn't sufficiently tailored to Cornwall's needs. "We didn't

have our hands on the levers to develop the economy as we would have liked," he explained.

St Austell Brewery MD James Staughton's feelings were slightly more mixed, pointing out the RDA's efforts to regenerate St Austell. "They were very supportive of St Austell, and St Austell was in dire need of it," he said. However, he said while it delivered what it had promised in the area, it did take rather longer than anticipated. "Wheels turn very slowly with such bodies," he said.

Cornwall Chamber chief executive Richard Glover agreed that the RDA had done good work for Cornish businesses, highlighting its flexibility with rents once the credit crunch hit. Tellingly though, he said, few people leaped to its defence once its demise was confirmed. "Even people who benefited from it," he said, "thought there must be a better way of doing it."

As a Conservative MP, there was little surprise in George Eustice's perspective. He conceded the RDA had a big wallet,

but said it was used in a "coercive way" for its own grand strategy. Rather than a "beaurocratic regime dolling out money," he said the LEP was a better way of doing it, where "creative bright ideas" could bid into the £1.4 billion Regional Growth Fund. "A bottom up solutions, not just prescribed on high."

The FSB also warmly greeted the breakup of the RDAs. "It was not working as it could do," said Cornwall chairman Kevin Oliver. "From an FSB perspective, we embraced the idea of an LEP."

He said that wherever the boundaries lay, east or west of Plymouth, a smaller organisation would benefit Cornwall. "We knew delivery would have to be Cornwall and would have to develop good working relationships with the Council."

Going it alone

LEP boundaries were a hot topic last year, as the Government invited the regions to put forward its submissions. There were strong calls from east of the Tamar for a Peninsula LEP, comprising Devon, Cornwall and perhaps parts of Dorset, but in



Photos by Toby Weller

Cornwall there was only one choice, and the Government duly concurred.

Staughton said Cornwall would have been the loser from a Devonwall bid. It would have been “a backward step”, he said. “And I say that coming from a company that does a lot of business with Devon.”

Flanagan said before submitting its proposal to the Government, the Council investigated the possibility of a wider LEP. “The Council entered initial discussions with colleagues from Plymouth, Devon and Somerset,” he said, “but it was clear they wanted an LEP but didn’t know what it was for, while we’re very clear in terms of the delivery programme.”

Eustice denied that the Cornwall and Isles of Scilly LEP will be too small on the national stage, lacking in “clout”.

“The Government isn’t looking for people with clout,” he said, “it is looking for people with ideas.” He said by going it alone, a Cornwall LEP will have greater versatility and agility as a result of having fewer local authorities to make decisions. He said grouping with other regions would have resulted in a “a mishmash of situations with everyone wanting a piece of the cake.”

UKNetWeb MD Toby Parkins pointed out that with the European funding programmes, Cornwall was already well aware of the issues it faced, and a Cornwall and Isles of Scilly LEP was by far the more “logical” solution.

Cornwall Business Forum chairman Jonathan Coote, who is also MD at Launceston-based DS Smith Packaging, highlighted the fact that being dominated by small companies, Cornwall is very different to other regions.

“We need to think more out of the box than other people,” he said. “But we are best suited to recognise the problems and sort them.”

“The Government isn’t looking for people with clout, it is looking for people with ideas”

Staughton cited the old adage of its not what you know but who you know, and said the fact that having six MPs in Government in Cornwall, opposed to six MPs in opposition as was the case before the Election, as being important.

“Having that sort of influence makes things happen,” he said. “You need people in influence and I think Sir John Banham fits that category.”

Sir John Banham

The issue of Sir John Banham has been something of a thorny subject in the embryonic days of the Cornwall and Isles of Scilly LEP.

Lacking blue chip big business representation is a disadvantage, and there were those who thought the ex-CBI chief’s involvement would be a tremendous boon.

It was anticipated that he would take the mantle of interim chairman, but his draft prospectus was not warmly received by the private sector and he swiftly took a backseat.

Staughton still believes, however, that he has a key role to play. “As an ambassador he has a tremendous role to play and can open doors for us and introduce us to people,” he said. “He is an amazing networker. Not only does he know a lot of businessmen, he knows a lot of MPs as well. We need to embrace that and use the opportunity.”

But since it was announced that Cornwall and Isles of Scilly had won the right to form its own LEP, it has not exactly been smooth sailing.

Eustice denied, however, that the Government should have set out clearer guidelines. He commented: “In some ways the easy thing for Government to do is dictate policy and tell everyone to shut up, and then put money in the projects it values, which was what they were doing with the RDA.”

He said the initial disagreements have been entirely predictable, but assured the initial turbulence was a small price to pay for the prize on offer.

However, rather pointedly he did admit that the lack of FTSE 100 company

The panel

Toby Parkins
Director, UKNetWeb



Richard Glover
Chief executive,
Cornwall Chamber



Sue Hook
Director, Sapience HR



Jonathan Coote
Chairman, Cornwall
Business Forum



George Eustice
MP Camborne,
Redruth & Hayle



Kevin Oliver
Chairman, FSB
Cornwall



Tom Flanagan
Corporate director,
Cornwall Council



James Staughton
MD, St Austell
Brewery



experience in Cornwall was a big disadvantage, and ultimately meant that a truly private-sector led LEP in the Duchy was probably not realistic.

“Any genuine partnership works best when there is a mutual dependence on one another,” he said. “A Jaguar or a Land Rover, for instance, could second their brightest marketing people to work alongside local authority.



“We have to be realistic, in Cornwall we are heavily dependent on a local authority lead because we don’t have businesses who can second two or three of their top marketing people and bring something to the table that way.”

“And if you are too reliant on the public sector, the best will in the world, they will usually drive the agenda, and that’s something we might have to accept.”

Sector frictions

The biggest obstacle that the LEP faces, however, may not be the public/private sector relationship, but rather the private sector’s own in fighting.

Oliver put it quite succinctly that you can’t have a public/private partnership unless the private sector speaks with one voice. “And that’s just not happening at the moment,” he understated.

The private sector is fragmented in Cornwall, and there are no shortage of individuals and organisations clamouring to be heard.

“We need clear defined communication channels,” said Parkins, “that all businesses can use to feed in thoughts through the various organisations they choose to belong to, because some businesses will not join the FSB, and some will not join the Chamber.”

Oliver agreed, saying it was vital that the doors were kept open so all businesses could feel involved.

Sapience HR director Sue Hook pointed out that in Cornwall a significant number of businesses were not members of any group, while others just didn’t care and got on with running their business.

She said: “The business scenario in Cornwall is a blessing and a curse, with so many small businesses.” She said it was important that these people could feel involved if they wanted to and the LEP needed to understand their needs.

Glover said that there was a danger of people wanting representation before they knew the question. “For example,” he said. “If we’re talking about farming, the chamber has no farmers, why would I want to be represented at that conversation? All businesses need to have access, but not necessarily a say.”

He said the LEP shouldn’t be about setting up layers of infrastructure, because that was one of the reasons the RDA was criticised. He said it was horses for courses, and when you knew the question, you went to the best person to answer it.

“We need clear defined communication channels”

Oliver said that unless you have a single voice and an organisation set up to deliver that, you will get “fractured voices from all over the place and you won’t move forward. You have to have a way of delivering a democratic consensus of the business community.”

Eustice said the LEP should belong to those who are willing to do things and roll their sleeves up, rather than the self pleading who want stuff back from it. “It’s not there to hand sweets out,” he said. “It’s there to allow us to shape our own destiny.”

Coote agreed, but stressed there had to be justification and accountability for the project.

Glover said the board should be representative of nothing other than the best people, irrespective of sector. Then beyond that, there should be a stakeholder group made up of the various different organisations and sectors – “a core gang of key businesses” – waiting to be asked a question, and task and finish groups as needed.

Staughton echoed Glover’s belief that the Board should comprise the best

people, and that it was the stakeholder group that should be representative, not the LEP itself. He said if the Board tried to be truly representative of all the different sectors, it would be “set up to fail”.

Eustice agreed that the best way to get the wider business community involved was through “task and finish” groups. “You need some kind of board to put things together, but you should not think of the board as the LEP full stop.”

However, Oliver expressed his concerns that some business organisations were being excluded from the process, and questioned the recruitment process of the board itself. He said the private sector representation of the board needed to be selected “completely independent of the Council”.

Flanagan insisted the Council had only been keeping “a watching brief and supporting role” during the board recruitment process. “Someone has to do that, and at the moment the Council is the only organisation that can do that.”

Oliver was critical of the Cornwall Chamber’s role in the process and claimed it “refused” to engage with the FSB over the LEP. He also criticised the Chamber for not having a dialogue with the Cornwall Business Forum.

Staughton said that was a separate issue from the LEP board, but Oliver said that “unless you get joined up thinking between the business community who sign up to recruitment process, it is doomed”.

Parkins pointed out that such arguments could go on forever, and that we needed to get things started now and worry about the nuts and bolts later.

He said other regions already had their boards and plans in place, while Cornwall had “people shouting and screaming at each other”. Because the private sector was so small in Cornwall, he said, the Council had probably pushed things forward more than it would have otherwise, “so we don’t miss the boat”.

Eustice agreed. “It’s got to start somewhere,” he said. “Time is the biggest enemy, we need to press ahead.”

And he reiterated that a true private sector-led LEP is just not going to happen. "You can have a private sector chair," he said, "but ultimately if the Council are having to put up most of the money, it's a local authority with stakeholder engagement relationship. That's just the reality of it."

The reality of it would also appear that the LEP will never have a full consensus.

"Unless we get the majority of the private sector behind the LEP, people will choose to ignore it," said Coote. "It is too vital an issue for Cornwall to let that happen. We need to get together and have some kind of consensus. If we don't, we will fail."

Oliver added that together with the Cornwall Business Forum, the FSB had put its own LEP framework document forward, but had received no public acknowledgment of it.

But "we are where are," sighed Staughton, "the train has left the station, we need to get on with it. We need a more positive footing."

Barriers to growth?

Once the LEP board has been formed, one of its initial tasks will be to identify the barriers to growth that exist in Cornwall.

Managing her own human resources business, Sue Hook is left in little doubt over the impact that the skills shortage has. "Getting the right people is one of the biggest challenges businesses face," she said.

A problem Parkins, who runs a web development company, was quite familiar with. "We're looking for highly skilled software engineers and trying to find people can be really difficult. It's a fundamental issue.

"The university is mostly art and journalism based. Digital is getting better, but there is a long way to go."

Staughton cited the sticky problem of planning, which historically, he said, had been "a nightmare" but had shown signs of improvement since Cornwall had become a Unitary Authority. He said there was more of a "can do" approach

now, whereas before it was a "can't do approach."

"Before we were winning everything on appeal," he said, "because that was the only time the law was applied."

Oliver shared some of the experiences of his members, where putting up signage, for example, could get bogged down in planning for 18 months.

Planning can inevitably suffer from NIMBYism and Eustice said a change of approach was needed to move away from the black and white 'win/lose' situation. He used an example of waste incinerator in Southampton, which won around local objection by offering free electricity to local residents in the immediate vicinity.

"Some might call it bribery," he said, "but it's about reconciling competing interests."

"Time is the biggest enemy, we need to press ahead"

The biggest obstacle to growth, however, said Coote, was not planning issues, but access to finance – a lack of funding from the banks on a day to day basis.

Several of the delegates also highlighted infrastructure as a significant barrier, and spoke of the importance of further dualling of the A30, something Coote said, was "crying out to be done. It should be the first major project for the LEP."

Opportunities

We constantly read about the importance of renewable energy, and the panel



agreed that there were real opportunities for the Cornish economy here, particularly in marine energy.

Flanagan said that previously good environmental stewardship was seen in conflict with business interests, but now provided an opportunity. "We just need to build the skills to take advantage," he said.

It was suggested that the new LEP would need some 'quick wins' to retain private sector involvement, and Flanagan said shaping the new business support agenda was important. "I am aware the public sector has sometimes got in the way of delivering business advice," he said, and called for more private sector involvement, taking a business angels approach.

Staughton said one of the first tasks for the LEP was to sit down with the Council, to discuss the role it would play. "The two aren't competing," he said, "but complementing."

He pointed out certain projects that are currently Council-led at moment, like Newquay Airport, that down the road probably would want to be private sector.

The issue of Falmouth Docks, which featured high on the list of priorities in Sir John Banham's prospectus, was also debated, and was something all the delegates agreed upon had a strong role to play in Cornwall's economic prosperity.

Flanagan said the Council saw it as a key gateway similar to the airport and conceded "we're probably not making the best use of it at the moment". He said the Council was "very keen to see it happen".



The project is currently being held up by environmental concerns over dredging which is needed in the harbour to allow the new breed of superliner into Falmouth.

Staughton spoke of his frustration with this predicament, and while expressing his sympathy with environmental concerns, said sometimes “commonsense” needed to take over. He said the scheme was so vital to Falmouth and the wider economy, a balance needed to be struck, and it wasn’t right at the moment.

Coote said if the scheme went ahead, stronger road links to the A30 would be needed, while Sue Hook added that the rail links to Falmouth and in general could also do with being upgraded.

The importance of the continued development of Newquay Airport was also discussed, and not just in terms of passengers. Hook spoke of the opportunities for building ancillary industries around the airfield, such as increased mechanical and engineering work for airlines.

Parkins said that the airport helped when winning international business. “When they ask how far we are from London, I say about an hour, which is true! That perception is important.”

Another priority to have featured on Sir John’s prospectus was affordable housing. While Eustice thought Sir John had some interesting proposals, Glover didn’t feel it should be a matter for the LEP. “It’s an issue for Cornwall,” he said, “but not for business. It’s not high on the list of priorities.”

Hook thought, however, that it was an issue the LEP could explore within

itself to measure the impact it had on businesses.

Eustice reminded the assembled that the LEP isn’t just about being what business wants, it’s about what’s right for the economy. “And the economy sometimes goes further than just the narrow interests of businesses.”

The future

The debate was broadcast live on the internet and also took questions from viewers. One wanted to know what the panel considered would be Cornwall’s principal assets in ten years time?

Flanagan spoke of his hopes that the county’s knowledge and innovation would be tapped into, and gave a mention to the quality and local sourcing of Cornwall’s food and drink sector.

“The LEP isn’t just about what business wants, it’s about what’s right for the economy”

Staughton highlighted Cornwall’s “natural assets” and said that tourism is a vital part of the economy and will continue to be. “It is the quickest way to recover jobs,” he said.

Another question was just where is the funding for the LEP going to come from, with the Cornish private sector not being in a strong position to fund it.

Eustice said the Regional Growth Fund shouldn’t be regarded as “peanuts”. “It is less than the RDA was spending,” he conceded, “but they were spending on projects that people didn’t really value.



“In terms of the secretariat, planning etc, we are going to have to rely on Cornwall Council for that, there will be no core funding as the RDA had.”

There was also the question of the RDA’s assets, and whether they would be passed down to the LEP. “There is what is euphemistically described as a ‘discussion’ with the treasury,” he said, but thought it unlikely they would simply be handed over.

Hit or miss?

Perhaps we shouldn’t dwell on the negatives, but if the success of the LEP is dependent on a unified private sector, maybe we should temper our optimism.

Then again, if those who are happy to jump aboard “the LEP train” can maintain their determination and focus, it will be in good hands.

Concluding the debate, Hook said it should not be set up to fail, which we were in danger of doing. She said: “The agenda is so big, we’ve got to focus and prioritise what it’s going to do. I would be regretful if the business community falls out over what is a good opportunity to make a giant stride.”

Oliver said he sincerely hoped it would be a success, but felt it is going the way of a quango at the moment.

Glover forecast “a hard slog”, but ultimate success, while Staughton’s pint was “half full, not half empty!” Parkins, too, was optimistic as long as everyone was “grown up about it and moved forward together.”

Coote said no one wants to see it fail, but that it needed to focus on the whole of Cornwall, saying that in the past east Cornwall and the Isles of Scilly had been too often overlooked.

Flanagan said Cornwall was on the next stage of its journey and that a “fantastic future” lay ahead if they got it right. ▶

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Connected Cornwall

With wine tasting in St Austell and beer drinking in St Agnes, photos this month from a very merry networking calendar and events scene across Cornwall

Something of a pattern appears to be emerging at some of Cornwall's networking events.

After last month featuring a wine tasting event at Miller Commercial, there has been more wine tasting this month as well, as the Cornwall 100 Club celebrated its third birthday with an event at St Austell Brewery.

The club was created by Cornwall Community Foundation to help local businesses with their charitable giving, and now boasts nearly 70 members. Newest members include Lloyds Bank, Eventz UK, Knight O'Byrne and Richards Fire & Flood.

An introduction was given by James Williams, chairman of the CCF, and thanks to the sponsors Cornwall Glass and Glazing and Proper Cornish for supplying the pasties!

At the Driftwood Spars it was beer, as over 1,300 pints of real ale were quaffed at its third annual mini beer festival.

Breweries taking part included Skinners, Coast, Sharps, Penzance, Lizard Ales and Hogswood, while St Austell Brewery created two new beers specifically for the event.

The event also marked the first official tasting of Driftwood's very own brew – Bawden Rocks Extra Hopped.

Meanwhile, down in Falmouth, the St Michael's Hotel & Spa invited friends, guests and associates to a VIP Reception to help celebrate its recent refurbishment and the launch of the new Corporate Brochure.

"It's been a fantastic way to showcase the changes and developments at the hotel," said proprietor Nigel Carpenter.

Refurbishments have included a new oval bar, lounge area, updated restaurant and the development of 'The Locker' which is a nautical inspired library room and can be used for meetings, events or daily by guests at the hotel.

Finally, International Women's Day was celebrated in Cornwall last month with an Outset Cornwall-organised event at The Cornwall Hotel & Spa, while Truro & Penwith College's Empowering Smart Women initiative held a conference at the Royal Cornwall Showground in Wadebridge, titled What Glass Ceiling? 🍷

Cornwall 100 Club



All captions L-R 1 Sam Weller, Ivan Curtis (both Cornwall Hotel), Ian Doble (Doble Quality Foods) 2 James Williams (CCF Chair of Trustees), Jenny Doble (Doble Quality Foods), Toby Claridge (Foot Anstey), Steve Grant (Western Morning News) 3 Fred Williams (Williams & Martin), Ged Dixon (Knight O'Byrne), Paul Raglan (Cornwall Mining Services)

St Michael's VIP Reception



1 Michelle Bray (ASDA), Peter Holgate (St. Michael's) and Christine Archer (ASDA)



2 Nigel Carpenter (St Michael's) and Nicholas Rodda (Roddas)



3 Rob Edlin (Niddocks)

Convergence Conference



1 Carolyn Rule

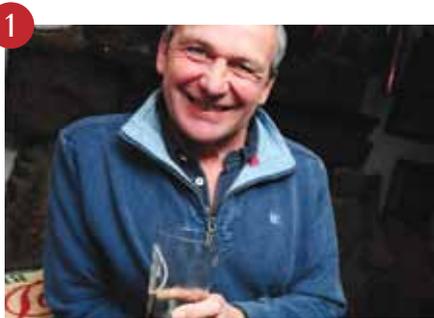


2 Chris Hines MBE



3 Carleen Kelemen, Richard Bayly and Jane Henderson

Driftwood Spars Beer Festival



1 Steve Przypylski enjoying a pint



2 Driftwood's head brewer, Pete Martin



3 Gerry Wills, Jan Wills, Louise Treseder (Driftwood's owner) and Richard Cunningham

International Women's Day



1 Delegates at the Empowering Smart Women event



2 Amy Lovegrove (Nurturing Hands)



3 Delegates at Outset Cornwall event at the Cornwall Hotel

The last word

Toby Weller – Photographer

Name: Toby Weller
Company: www.tobyweller.co.uk
Job title: Photographer

What did you want to be when you were young? **A stuntman! No joke. As a nipper I was always jumping and diving around dramatically. Plus me, my brother and our friends used to make short movies and I always got the part of being killed. Hmm..**

What was your first full time job? **A waiter/wine waiter at The Falmouth beach Hotel. I went full time in the summer holidays after college. It was great practice for getting on with all sorts of people.**

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

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

What is your favourite book? **Richard Branson's Biography, although Alan Sugar is slowly taking over (only half way through it).** ▶

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

What is your favourite restaurant? **The Ferryboat Inn.**

How do you like to relax? **Sit in the sun, swim, or read.**

If you could be a superhero, what super-powers would you like to possess? **Flying and the ability to stop time... like in Bernard's watch. :-)** Oh and teleportation. **Think of the petrol I'd save!**

Who was your teenage pin up? **The Spice Girls, aha. Yes I am that young!** ▶

Can money buy happiness? **Not exactly. It can bring extra happiness and fun if you're already fairly pleased with your life.**

Most annoying TV personality? **Graham Norton.** ▶

What do you begrudge spending money on? **Heating! Always turning it off in our house, I get so hot.**

What has been the best moment in your career? **Leaving the office job and going freelance as a photographer when I was 21.**

What has been the worst moment in your career? **Not many bad moments spring to mind. I'd say doing a shoot for a huge American client (exciting) and still waiting for payment eight months later (frustrating).**

If you could build a house anywhere in the world where would it be? **Can I build two? One in Cornwall by the sea and one in Spain for some warmth... also by the sea.**

If you only had £1 left in the entire world, what would you spend it on? **£1 worth of shares in a very lucrative new company... or a king size Snickers.**

What's the best thing about Cornwall? **Amazing scenery, fresh air and a great feel for quality of life.**

What's your favourite holiday destination? **I like the Caribbean, or Australia.** ▶

What is the most valuable lesson you have learned in life? **You're never as good as you think as there's always someone better.**

What makes you happy? **My family, friends, sunny days, new places, relaxation and adventure. Ale.**

What makes you angry? **Rude people with no manners and TV adverts encouraging people to claim for personal injury.**

If you could invite any two people for dinner, who would they be and why would you invite them? **Ricky Gervais and Steve Coogan (in character as Alan Partridge). No one is funnier than these two! Would be a hilarious evening.** ▶

What could you not live without? **Cornish ale.**

Describe yourself in three adjectives: **Relaxed, Friendly, Silly.**





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