

# Business News



WEDNESDAY, MAY 21, 2008 – EMPLOYMENT & TRAINING



Life smells much sweeter now for florist Linda Day, right, who with the help of MFG partner Cheryl Leyser, left, has been able to set up Diamond Flowers at Warndon Villages in Worcester.

## VILLAGE COMPANY'S GREEN CREDENTIALS



Spearheading the campaign against plastic bags - Page 20

# Our move from Spain is just blooming marvellous

BUSINESS is set to bloom for a budding entrepreneur who has retruned from Spain to open a florist's shop.

Helped by MFG Solicitors, Linda Day has moved her business, Diamond Flowers, into new premises at the Berkeley shopping estate, Warndon Villages, Worcester.

Mrs Day, who used a redundancy pay cheque to train as a florist, spent 10 years in Spain running a flower shop, but says the searing heat and crippling red tape meant it made more sense to run her business in England.

She moved back to Worcester and last year launched Diamond Flowers at Lower Wick.

MFG Solicitors recently completed the legal work on the new lease as Mrs Day and husband Dave moved to the unit in the

BY MIKE PRYCE  
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Warndon Villages area of the city.

Cheryl Leyser, a partner at MFG in Bromsgrove, said: "We were delighted to help get Diamond Flowers established in recent months. I think with Linda at the helm it will soon craft a good name for itself in Worcester."

Mrs Day said: "After being made redundant by the Midlands Electricity Board many years ago, I decided it was not a threat but an opportunity, so I retrained in the field of floristry.

"Spain is a marvellous place to live if you have retired but it is difficult for foreigners to set up and run a business there - even though we were highly successful in carving out a niche catering for

the expatriate community.

"It can be exhaustingly hot trying to work during the summer. We found sometimes at weekends we were doing three weddings a day in temperatures of 40C.

"If you add to that the general administrative hurdles, especially in relation to taxation, and the high level of bureaucracy in Spain, it's a much easier proposition to run a business here."

Back home in Worcester, Mrs Day, aged 51, has now received recognition for her expertise from the Flower and Plants Association. She will be a demonstrator on the association's stand at the prestigious Hampton Court Flower Show in mid-July when her subject will be flowers with a Spanish flavour.

Mrs Day studied at Worcester Technical College and later

obtained an Open University degree in psychology. She uses that to good effect by running therapeutic flower arranging courses.

She said: "We have an excellent trading position on a prime site in Worcester just off junction six of the M5 and we will serve the large residential and business community in Warndon.

"We are probably unique in Worcester in that we are offering an integrated package at the shop which includes flowers, cards, and gifts with some emphasis on Royal Doulton.

"We'll be expanding the range as we go.

"My husband Dave, who has been doing the deliveries, will now be able to go back to his work as a painter and decorator specialising in hotels and restaurants."



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# Out of work mum proves it's never too late to learn

A CONFIDENCE boost and boost to skills courtesy of Learndirect is helping a Worcester mum to find work following redundancy.

Tina Lane used to work for the Commission for Social Care Inspection until the company relocated to Birmingham and she was unable to move with her job.

Mrs Lane said: "I was made redundant at the start of April and I had known for some time that it was a possibility.

"I took the NVQ in customer care because I am good at it, it is my forte, but I have nothing on paper. I knew that the NVQ, which is nationally recognised, would help me apply for another job."

But the qualification has also boosted her confidence, which is half the battle in job hunting.

Mrs Lane said: "I wanted to gain the qualification on paper for myself and I am proud of what I have achieved. It was important for me - especially as I left school with no qualifications. I feel really good about it and my husband and four children are proud of me as well."

Mrs Lane was delighted with the quality of training through Business Advice Direct which supports the Worcester Learndirect centre where she studied.

She said: "The assessor Claire Brelsford was excellent. She explained everything and made it very clear. Everything about the course was good and I am sure it will help me find a new job."



Tina Lane, left, who was made redundant, receives her NVQ certificate from Worcester tutor Nicola Stilliard.



## BUSINESS TALKING

LOUISE HEWETT

**I**N these challenging times it's even more important to have the right people in place to move business forward. Human resource departments these days have many different areas of responsibility including picking their way through the ever-changing legal minefield.

Smaller businesses may find that recruitment takes a disproportionate amount of time and often feel it is more cost-effective to turn to a trusted recruitment specialist to identify the talented people they need. Recruitment mistakes can be expensive in terms of an employer's time in planning and recruiting, bringing a new person up to speed within the team and organising and delivering training and development.

If the decision is made to call on the services of a recruitment agency... who do we choose, who do we trust to deliver the best level of service?

The ideal relationship with the chosen recruitment specialist should feel like a partnership, offering a

"Recruitment mistakes can be expensive in terms of an employer's time in planning, recruiting, training and development"

support system to take the pain out of the process, helping the business to pinpoint the very best people and sharing professional advice and feedback on the marketplace and salary scales. In fact, if it feels like a natural extension of the human resources department or management team, you know you are on the right track to achieve a long-term meaningful relationship.

It is advisable to select a member of the Recruitment and Employment Confederation (REC) whose members work within a code of conduct that has been approved as safe and legal. It's also important that the designated consultant is professionally trained and qualified giving them the expert knowledge and ongoing development to achieve the best results for your organisation.

Invest some time at the outset to furnish your consultant with information about your business and its culture. Let them feel the chemistry of the place and understand your business objectives and how this new employee will fit into the organisation. A little time gathering this kind of information will give the recruiter the knowledge needed to promote the business to the best candidates and make the right selection. Never be tempted to send an e-mail to half-a-dozen agencies with your vacancy request. You will achieve much better results working closely with one recruitment partner who will carefully identify a meaningful short list on your behalf.

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## Learn how to run your own business at a free workshop

BUSINESS Link West Midlands is offering people a chance to receive free start-up advice and support during a special one day event which is taking place tomorrow.

Anyone interested can call into Malvern Theatres in Grange Road, Malvern, for a drop-in session between 10am and 6pm.

There is also an opportunity to attend three specific workshops which are being organised throughout the day.

Is Self Employment Right For Me? begins at 10.30am and again at 2.30pm. A business ideas and marketing session will start at 12.30pm.

All those attending will receive a free memory stick and they will



Call in at Malvern Theatres in Grange Road, Malvern, tomorrow and you can pick up valuable advice about setting up a business of your very own. 08312404

also have the chance to win a laptop.

The event has been set up to inspire people to take the leap into self-employment and see their business ideas come to life.

It is supported by Malvern Hills District Council because new business start-up is part of its economic prosperity priority.

Simon Smith, economic development manager, said: "Lots of people say that they would love to start up their own business and do things their way, but very few actually act on that desire. Here is a chance to find out what exactly is involved and see if the dream could become reality."

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**Cutting ribbon:** Lloyds TSB business relationship manager Rupert Harris, left, and GTC managing director Kirk Akdemir at the opening ceremony.



**Rich King and Rupert Harris from Lloyds TSB are pictured chatting with managing director Kirk Akdemir and members of GTC staff at the opening.**

# Bankers check out new meeting rooms

IT was smiles all around when Global Training Centre (GTC) recently opened the doors of its new facility and hosted a meeting for Lloyds TSB.

Doing the honours of cutting the ribbon at the opening, Lloyds TSB business relationship manager Rupert Harris said that GTC was "an excellent training facility where the service is extremely professional, yet personal".

Situated within walking distance from Worcester city centre, GTC can accommodate between two and 36 delegates in seminar, boardroom, classroom

or theatre style settings. All GTC meeting and training rooms offer natural daylight and projectors, electric drop-down screens, whiteboards, flipcharts, broadband and Wi-Fi.

Kirk Akdemir, managing director of GTC, said: "It is not every day that you get an organisation as big as Lloyds TSB to be your first client.

"It was great having them at our inaugural event and we are extremely pleased to see that in such a short time GTC has become a favourite venue for so many West Midlands companies looking for a modern and easy to

reach location for their meeting and training requirements.

"I believe this is due to us offering the latest facilities and equipment in a pleasant environment while adopting a no-nonsense pricing structure".

GTC also offers a tempting selection of menus covering everything from a working breakfast to a lavish buffet lunch with various dietary options, to cater for everyone's requirements.

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### ADVERTISING FEATURE

# Tricia is firm's top temp

## FACT FILE

Company	<b>Peach Recruitment</b>
Partners	<b>Maralyn Christie and Sarah Mayo-Evans</b>
Business type	<b>Recruitment</b>
Established	<b>2002</b>
Telephone	<b>01905 22020</b>
Website	<b><a href="http://www.peachrecruitment.net">www.peachrecruitment.net</a></b>
e-mail	<b><a href="mailto:info@peachrecruitment.net">info@peachrecruitment.net</a></b>
Location	<b>Marmion House, Copenhagen Street, Worcester WR1 2HB</b>

ONE of Worcester's leading recruitment firms is celebrating the announcement of its Temp of the Year award.

Tricia Currie has worked for Peach Recruitment since 2004 and her reliability, fantastic attitude and great range of skills make her a worthy winner of this annual award.

During her time with Peach, Mrs Currie has completed assignments within the NHS, solicitors and other Worcester companies. She demonstrates perfectly how well temporary work fits with both temps and clients – temporary workers have the flexibility of working whenever it's convenient, with good rates of pay and lots of benefits. Clients request workers to cover for busy periods, holidays, sickness and when overloaded with work.

Mrs Currie was presented with her award by Tracey Hart, a recruitment consultant at Peach, at the Diabetes Centre in Worcester, where she has been working for some time. The presentation was attended by Shirley King, diabetes specialist nurse, and Mrs Currie received a bottle of champagne, Marks & Spencer vouchers and a bouquet.

Maralyn Christie, a partner at Peach Recruitment, praised the effort of all of the company's temporary workers. She said: "Our Temp of the Year award gives us the opportunity to say



**Tricia Currie, left, with Tracey Hart. Picture by Simon Rogers 19386501**

thanks to Tricia, and also to recognise the great work done by all our temporary workers throughout the year.

"They provide local businesses with the support that they need at vital times. The Recruitment and Employment Confederation, which represents the recruitment industry nationally, hosts a Temporary Workers Week each year, and our award to Tricia is Peach's contribution to this. Tricia embodies all the skills and attributes which go towards making the perfect temp – we sincerely hope that she stays with us for years to come!"

Peach Recruitment is always keen to take on new temporary workers, or to help those looking for contract or permanent work. Please contact Peach on 01905 22020 to speak to a consultant, or e-mail [info@peachrecruitment.net](mailto:info@peachrecruitment.net) for more information.

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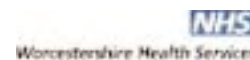
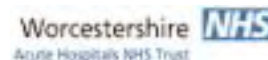
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# We're leading the campaign against use of plastic bags



From left, Mr RK Poddar, chairman of Ganges Manufacturing, Barrie Turner, managing director of Jutexpo, and John Farrell, Barclays commercial relationship manager. Mr Poddar recently flew from India to visit his British business partners in Wickhamford, near Evesham. Picture by Linda Butler. 19may08017.

NOT a lot of people know this, but the fight to re-educate people and train them not to use plastic shopping bags is being spearheaded from a small office in the village of Wickhamford, near Evesham.

It's the headquarters of Jutexpo Ltd, which has come up with a durable fully bio-degradable alternative to the traditional plastic bag.

Only established in 2002, the company has enjoyed rapid growth with a projected turnover of £15 million this year and it has helped an ailing Indian company in the process.

Managing director Barrie Turner's idea came five years ago when he heard that the Irish government was introducing a levy on plastic carrier bags.

Predicting that the UK would follow suit, Mr Turner, aged 65 and a retired business consultant, launched Jutexpo. Growth was initially slow and he feared he might have jumped the gun.

He said: "I believed the public would reject plastic bags, but those first few years were a

**BY MIKE PRYCE**

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worrying time. However, last year we delivered more than seven million Jutexpo bags and the firm now supplies branded bags to supermarket chains, local authorities, universities, and national charities."

The small office in Wickhamford controls an empire that is reviving an Indian industry which was in the doldrums.

The jute industry was mainly sacks and broad-loom backing for carpets and furniture, but it declined as other products became more popular.

The jute mills were looking to diversify so when Mr Turner came along with his idea for jute bags, they welcomed him with open arms. The mills - Ganges Manufacturing - in West Bengal are huge.

Jutexpo and its Indian partner company provide work to more than 5,000 people in its mills and factory which produces the bags, making it the biggest single

producer of jute bags in the world.

Mr Turner said: "It's a great feeling that you are producing something that you're making money out of and at the same time doing some good. I would like to see everyone stop accepting freebie plastic bags and use an environmentally friendly alternative such as a jute bag.

"The message is starting to get through as more and more of the major supermarkets are coming on board and offering incentives to their customers to discard plastic bags."

He has been supported in his business by Barclays. John Farrell, Barclays commercial banking relationship manager, said: "We are committed to using our industry expertise and specialists to support such propositions, which are vital to a prosperous economy.

"By really understanding the business, Barclays has been able to provide innovative solutions to support Jutexpo Ltd both financially and professionally throughout its rapid expansion."



# New recruits will specialise in cases of personal injury and employment

## FACT FILE

Company	<b>Everatt &amp; Company</b>
Senior partner	<b>Nick Yates</b>
Business type	<b>Personal injury and employment solicitors</b>
Established	<b>1970</b>
Telephone	<b>01386 769160</b>
Website	<b>www.everatt.co.uk</b>
e-mail	<b>nyates@everatt.co.uk</b>
Location	<b>110-112 High Street, Evesham, Worcestershire WR11 4EJ</b>

**E**VESHAM law firm Everatt & Company has succeeded in recruiting an eminent employment law barrister and two highly regarded personal injury solicitors to boost its fast expanding public sector team.

The firm, which this year was awarded the highest ranking by the definitive legal guide Chambers, is widely regarded as one of the best defendant personal injury specialists in the country, while its employment law services have grown markedly in response to the increasing overlap between these two fields of the law.

Barrister Jennifer Jones is one of the UK's most highly-regarded employment law specialists, having spent 14 years at the Bar with Number Five Chambers in Birmingham, where she was deputy head of its employment group.

More recently, as an in-house barrister at Mills & Reeve LLP in Birmingham, Ms Jones specialised in representing local authorities – a sector in which her fellow recent recruits, solicitors Steve Cornfield and Craig Wallace, have also focused for many years.

Ms Jones said: "In the current climate of frequent employee complaints of stress and bullying at work, employment and personal injury lawyers need to share their



Left to right, Nick Yates, senior partner at Everatt & Company in Evesham, with new recruits Jennifer Jones, Craig Wallace and Steve Cornfield.

knowledge with one another if employers are to be provided with the depth of support they need.

"Most employment and personal injury claims can be avoided if employers can identify the warning signs early and have easy access to the right specialist advice."

She said that one of the factors that attracted her to Everatt & Company was the firm's recognition that its experience in defending workplace personal injury claims could be of huge practical value in helping organisations to prevent claims happening in the first place –

and much easier to defend when they do.

"The firm gets deeply involved with its clients in a pro-active way, getting to know how they tick and how to help them run more smoothly," she added. "I like that approach and practise it myself in the employment law field. My department will be at the forefront of Everatt's innovative work in supporting employers."

Senior partner Nick Yates believes his firm's increasing workload with local authorities stems partly from a growing determination within the

public sector to end its reputation as a 'soft touch'. He said: "Whether you are a councillor or a police chief, a head teacher or the director of an NHS trust, the pressures on costs are immense.

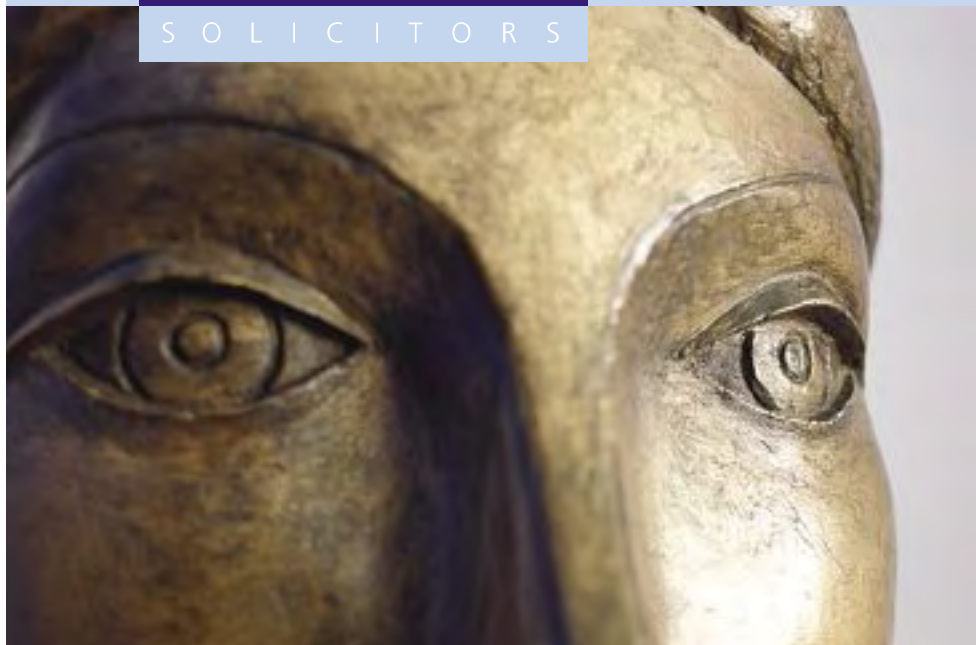
"In the short term, this brings our skills as robust defence lawyers to the fore, especially in rooting out fraud and exaggeration.

"Over time, I intend that we should play a role both in changing the 'soft' perception of the public sector and in helping our clients within it to dramatically reduce the number of claims they face."

## ADVERTISING FEATURE

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# Linda takes top prize for knowing all about international investment

A member of staff at the Chamber of Commerce has been presented with an award for her helpful advice

It was a truly local affair as Worcestershire and Herefordshire swept the board with success at the West Midlands UK Trade and Investment International Trade Awards 2008.

But not only that, the companies behind the production of the event itself are all based in either Worcestershire or Herefordshire, making this story one of local pride and success.

The cream of the two counties' exporters were flying the flag for business abroad, taking three out of six awards, and two highly commended recommendations.

Leading the way was Linda Smith of the Chamber of Commerce Herefordshire and Worcestershire, who won the coveted title of International Trade Adviser of the Year.

Ms Smith, who has worked at the chamber for nine years, said: "It is wonderful to receive this award, but what is really rewarding is helping companies and seeing them flourish in international markets."

But what really signifies this event as a local success is the work going on behind the scenes.

The contract to take on the event management was won by Concordia Services of Top Barn, Hallow, near Worcester, who began working on



the event as long ago as December.

Concordia's executive director Barbara Lyons said: "It's a fantastic thing for Concordia to be involved in such a prestigious event, but even more notable that Worcestershire and Herefordshire have had such a significant involvement - both behind the scenes and obviously the success on the night."

"It's a clear demonstration of how a number of small local companies can work together and successfully compete in the wider West Midlands region."

Production was run by Erik Wood Productions of Worcester, graphic design completed by Pebble Creative Design of Top Barn, Hallow, photography by AML Creative of Stourport-on-Severn and Orphans Press of Leominster handled the printing requirements.

With more than 200 people attending the event it proved to be a fantastic platform from which to showcase local companies.

The guest speakers included Digby Jones, Minister of State for Trade



Linda Smith, centre, holds up the coveted award for International Trade Adviser of the Year. Left, June Adams, sister of the late Linda Edwards - a former colleague of Linda Smith - and right, last year's winner, Jane Matty.

and Investment, and Simon Calder, the BBC travel expert and award-winning travel writer.

Lord Jones, the former Director-General of the Confederation of British Industry, said: "The awards have showcased the best that the West Midlands has to offer. Companies recognised this evening are world-class not only in their approach to exporting, but also in the results they have achieved and I am delighted at the extremely high calibre of entries."

## MORE WINNERS AT THE INTERNATIONAL TRADE AWARDS

Other winners from Herefordshire and Worcestershire in Investment International Trade Awards were:

**Passport Exporter of the Year.** Tyrrells Potato Chips of Leominster.

**Innovative Passport Company of the Year.** Metrasens, Malvern.

**Highly commended for Small Passport Exporter of the Year.** John Martin Design Associates, Pershore.

**Highly commended for Midlands World Trade Forum Exporter of the Year.** Tyrrells Potato Chips.



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## 2008 event is a sell-out

THIS year's Herefordshire and Worcestershire Chamber Awards are a sell-out.

All tickets have been sold for the prestigious ceremony, which will be held at Eastnor Castle, Ledbury, on Thursday, June 5.

Showcasing cutting-edge businesses, the black-tie event will bring together 500 local entrepreneurs, business professionals and industry leaders to applaud the winners.

Following a record-breaking

number of entries, the judges have shortlisted three or four finalists in each category.

Lars Tharp, renowned author and broadcaster, is the guest speaker at the event, which will include a charity auction to raise money for the Prince's Trust.

The evening will end with a spectacular fireworks display over the castle's beautiful lake.

The Chamber would like to thank all the sponsors for their support at the Chamber Awards

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Pick up a copy of your Worcester News on Friday, June 6, for the full list of winners.

## Let's help our youngsters

ALMOST half the young people in the West Midlands would like to start their own business but believe that only well-off people can afford to go it alone, according to research by youth charity the Prince's Trust.

The Prince's Trust is the chosen charity for the 2008 Chamber Awards, hosted by the Chamber of Commerce Herefordshire and Worcestershire. It helps more than 500 young people start up in business each year in the West Midlands by providing financial assistance and business support to 18 to 30-year-olds from a variety of backgrounds.

A report marking 25 years of the Prince's Trust Business Programme revealed that 44 per cent of young people in the West Midlands would like to start their own business, but less than six per cent have actually done it. Forty-two per cent cited high start-up costs as the biggest



**Sarah Milnes runs a thriving business after receiving funding from the Prince's Trust**

barrier to starting a business. Forty-two per cent also believe that today's entrepreneurs are most likely to be white, middle-class, middle-aged men.

Kathy Williams, West Midlands regional director of the Prince's Trust, said: "Over the past 25 years, the Trust has championed youth entrepreneurship and promoted growth opportunities with the support of regional development agencies and funders."

"In view of these findings, we

call on the local business community to join us in encouraging more young start-ups, ensuring that the UK's enterprise culture continues to evolve."

Sarah Milnes, from Worcester, is just one of the 70,000 young people who has benefited from the business programme over the past 25 years.

With funding from the Trust, the designer set up a bridal wear business in 1991.

Working from the basement of her family home, Sarah began making a name for herself and six years later was able to open her own premises near Worcester Cathedral.

Today, Cathedral Belles is a thriving business with eight staff which caters for more than 250 weddings a year.

Sarah said: "I'll always be grateful to the Prince's Trust for giving me the support and advice I needed to get established."



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# This free health check can help your firm grow

BUSINESS owners in Worcestershire are being advised to check the pulse of their operations by using the free services available through Business Link, the information, advice and support network.

There is an interactive Business Health Check ([www.businesslink.gov.uk/healthcheck](http://www.businesslink.gov.uk/healthcheck)) to help businesses analyse key areas of their finance and administration.

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It also identifies areas that would benefit from attention, with the aim of improving the performance of the company.

Businesses can also access further guidance by contacting Business Link on 0845 1131234, where advisers will be on hand to help you identify key issues and

actions that will help you achieve goals and make you aware of additional support.

Lorraine Holmes, chief executive of Business Link in the West Midlands, said: "With the current economic climate, many businesses will be thinking about finances and how the credit crunch might impact on their company.

By identifying and

tackling any problems early on, they will markedly increase their chances of success.

"A few minutes online using the interactive health check tool could be critical to the health and life of their business. Companies can feel reassured help is available from Business Link and we urge all businesses to make use of this free impartial service."



## COMMERCIAL BANKING

ANDY BIRD

**W**ITHOUT risks there is no growth, so make sure you find the best way to incorporate them into your financial planning.

We all know that business gain usually involves a degree of risk; the trick is not to pursue a strategy of risk avoidance nor to bury your head in the sand but to be aware of the risks, assess their likely impact and look for proactive ways to manage them.

When growing your business there are certain risks that you open yourself up to and from a finance point of view there are three key areas you need to consider:

- 1 What are your financing options?
- 2 How do you reduce the cost of financing and protect yourself from the risk of increasing costs?
- 3 What other costs do you need to consider?

One of the key roles of a banker – and the one where the earliest possible engagement is always appreciated – is in the exploration of options for financing.

The five broad financing options for traditional bank finance include short term working capital, sales ledger and stock finance, longer term working capital, defined fixed asset purchase, and leasing and asset finance.

Clearly an increase in interest rates is just one of a range of financial risks that a business faces and there is a lot of merit in considering a broader risk management strategy.

The key message here is that a business must be aware of the risks they face in the widest sense and have access to a range of management solutions and strategies.

Your bank is a good place to start for advice and support.

Andy Bird is Barclays Commercial Banking area corporate director for the county



Rotary Club of Worcester member Brian Clarke, left, with Alison Weston, a fund-raiser for St Richard's Hospice and Nigel Smith, of Malpas Stallard wine merchants, before Tuesday's big event.

## Wine tasting's worldwide appeal

WINE buffs and anyone with a thirst for knowledge are invited to a special event in Worcester to raise money for charity.

The Rotary Club of Worcester is holding the wine tasting with cheese accompaniments with Malpas Stallard wine merchants on

Tuesday, May 27, at the cricket suite of Worcestershire County Cricket Club in New Road. The event is in aid of St Richard's Hospice and the Bethesda Hospice Ambulance Appeal in South Africa.

Brian Clarke of the Rotary Club said:

"There will be delicious wines from around the world including France, South Africa, New Zealand, Chile, Argentina and Italy.

Guests will also be tasting cheeses from Worcestershire and Cornwall during the international evening.

"We are hoping for a

good turnout for the event, which I'm sure will be enjoyable and informative, as well as raising funds for the two hospices," said Mr Clarke.

Tickets cost £10 each for the event which starts at 7.30pm. For tickets, call Brian Clarke on 01905 820617.

## Expanding firm takes on new staff

RECRUITMENT specialists Omega Workforce has made some recruitments of its own with three new appointments to its Worcester office.

Providing resource solutions, Omega Workforce specialises in

sourcing both temporary and permanent positions across the industrial, commercial and special events sectors and has offices in Worcester, Gloucester, Stonehouse and Tewkesbury. Now boasting 14

specialist recruitment consultants, the company's Worcester office at Blackpole opened 12 months ago and has seen terrific growth.

Lisa Capetta has joined as a senior recruitment consultant

and specialises in recruiting for the industrial sector, Steve Maybury becomes a trainee recruitment consultant and Dominika Goertz joins Omega Workforce as an administrator resourcer.

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# Brothers say there's no sin in adapting to your market

Bar owners Darren and Craig Pinches were quick to realise the potential of Worcester's university status

**K**NOWLEDGE of your local market and adaptability are the two key ingredients behind the success of Darren and Craig Pinches and their successful Bushwackers chain of pubs.

Ask anyone from the business community or the burgeoning student population in Worcester about Bushwackers and Sin and they will name them as the bars to be in, both early and late in the evening.

Founded in 1993 and inspired by the brothers' travels around the world, Bushwackers in Trinity Street, Worcester, has become one of the most popular bars in the city.

In 2006, always seeking fresh business opportunities, the brothers spotted the potential of taking over the old Chicago Rock site in New Street, Worcester, and completely refurbished the interior turning it



into a pre-club entertainment bar called Sin. Bushwackers remains very popular with the Worcester professional community during the day and early evening and it has become an extension to many firms' meeting rooms, where informal networking and business deals are discussed in a relaxed informal setting.

The bars are also very popular with the over-25 market, who traditionally have more disposable income, and successful targeting of this age bracket has added to the growth of the business.

Using clever association with Worcester's expanding university,



From left, Darren Pinches, pictured outside Sin in New Street, Worcester, with RBS bank manager Ian Williams.

Sin's popularity has grown at a sharp rate through its sponsorship of the campus and all of its sporting teams. Wednesdays, the traditional sporting day for universities, has seen the bar become the pre-eminent place for students to unwind after their physical endeavours. Providing a specialist travel service for students has also increased footfall into the bar, demonstrating the entrepreneurial approach of Darren and Craig Pinches.

RBS has provided support to the brothers for a number of years, backing the extension of their business two years ago and providing ongoing day-to-day banking support for the Worcester operations and the Bushwackers outlet in Birmingham.

Darren Pinches said: "You often hear at the moment about the hard times that people in the pub trade are suffering, but I am glad to say

that through the mixture of outlets in our portfolio and the spread of their appeal across various markets we continue to perform well.

"The smoking ban has had an impact on general pub trading, but given that the Bushwackers brand is based on a dining, as well as a drinking foundation, then we have not seen any real impact on our business turnover.

"Our association with the university has also paid dividends. Worcester University continues to grow at a rapid rate and the projected number of students who will live in the city is due to grow to 13,000. By making sure our name is associated with the university we benefit from increased clientele.

"Over the coming years our plans are to consolidate our positions in the Worcester and Birmingham market places, but we will also be keen to exploit any further business

opportunities which might present themselves. RBS have been very supportive of our plans and it is always reassuring to know that your bank believes in your business strategy and is prepared to support you when you want to expand."

Ian Williams, manager, commercial banking at RBS, who is the company's bank manager, said: "Evidence of Darren and Craig Pinches' success comes from when you ask people in the city about Bushwackers and Sin and they know about it. Word of mouth still continues to be such an important source of marketing and the professional market is very closely aligned to the Bushwackers brand. The investment in recent years that the business has put into the attraction of the student market is paying dividends and looks set to grow as the university itself grows over the coming years."

## ADVERTISING FEATURE



Lesley Hudson, Global Aluminium's marketing director enjoying the Minis with managing director James Hudson and the rest of the company team.

## Firm's greener car fleet

**T**O many of us, the thought of giving away a BMW, Range Rover or Mercedes-Benz car seems a little crazy, but for Kidderminster-based Global Aluminium that's exactly what's happened and it's all in aid of 'the bigger picture'.

Based on the Cursley Distribution Park, Global Aluminium – suppliers of bespoke aluminium extrusion and fabrication services – has started to do its bit to reduce its carbon footprint by trading in envied vehicles such as a Range Rover and BMW 630, for a fleet of environmentally friendly Minis. With a top-end Range Rover

ranking up 352 grams of carbon emissions per km, the BMW Mini is definitely the greener choice. Said to be the cleanest ever BMW car, some of the Mini range emit as little as 104 grams per km.

Supplied by Worcestershire BMW dealer Robert Stern, the arrival of the Minis has created a real buzz with members of staff at the company.

James Hudson, company founder and managing director, said: "My first car was a Mini and they've been a passion of mine ever since. It's been very exciting for everyone and proves being environmentally responsible can actually be a lot of fun."

As well as looking a bit greener,

the future for Global Aluminium looks brighter with the launch of their new sourcing division Global International Sourcing. The new division will offer worldwide sourcing solutions for both raw materials and quality finished products to businesses of all shapes and sizes.

Mr Hudson said: "Our new division will offer a comprehensive sourcing service to both the domestic and commercial markets, searching the world for the best products and the best price.

"We're very excited about the launch and continuing to support more environmental causes along the way."

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