



SWINDON BUSINESS NEWS

01793 615393

Monthly in print, daily on the web - www.swindon-business.net

The
**LEGAL
500**

Who are
Swindon's
top lawyers?

Page 6

Recession - 80s style

Looking back at our first edition in
October 1982

Pages 7-9

Coming next month
Our focus on
international trade

Drive to put Swindon at forefront of low-carbon automotive industry

Swindon has put itself firmly on the international map for low-carbon automotive technology with its pioneering hydrogen refuelling station and a pilot scheme which will put hydrogen-powered commercial vehicles on its roads.

This message was delivered to leading experts in hydrogen fuels at a seminar at Honda's Swindon car plant that coincided with a refuelling visit by a fleet of hydrogen-fuelled cars as part of a showpiece European tour.

Swindon has the UK's only public-access hydrogen refuelling station – a fact that Ian Piper, chief executive of Forward Swindon, the town's economic regeneration company, told the gathering was evidence of its attitude to low-carbon innovation.

Norwegian capital Oslo alone has four hydrogen stations and Germany has plans for 50 by 2015.

"We see this as an opportunity to build something unique in Swindon," Mr Piper told the seminar.

"What is so important is that it is putting Swindon on the map nationally and internationally. The town has a strong heritage for industrial innovation and a history of utilising these innovations."

The next phase is to get hydrogen-



fuelled vehicles on the road – which is where Swindon Commercial Services' (SCS) pilot scheme will be so valuable, he said.

Under the scheme, co-funded by the Swindon-based Technology Strategy Board (TSB), SCS will operate five new dual-fuel (diesel and hydrogen) vans on short journeys around the town such as call outs to minor housing repairs.

The vans, which will be branded to raise public awareness of the trial, will be monitored by TSB experts on issues such as fuel economy and performance.

SCS managing director Bill Fisher said: "With the hydrogen refuelling

station on our doorstep at Honda it is a great opportunity for us to take a lead in using hydrogen-fuelled vehicles.

"The business case to us looks good and we believe it will be a worthwhile experiment."

The seven hydrogen-powered cars taking part in the H2 Moves cross-Europe tour – two Honda Clarities, two Hyundai ix35s, two Mercedes B Class F-Cells and a Toyota FCV Advanced – drove around 1,500km to demonstrate the practicality of the technology.

Despite visiting four UK towns and cities – London, Cardiff, Bristol and Swindon – among the total of nine across Europe, Swindon was the only stopover where they could refuel.

The hydrogen refuelling plant at Honda – which it is hoped will be just one of a number on a future UK 'hydrogen highway' – is now producing the fuel using on-site solar panels. So further reducing carbon. The 'gas' station is operated by industrial gases group BOC.

Watch a video of the H2 Moves tour refilling in Swindon here ..



Pioneering recycling firm takes on expert to eliminate plastic waste

Purton-based Recycling Technologies, which was set up to develop recycling technologies for plastic waste, has secured the advisory services of one of the foremost experts in the industry

Peter Jones OBE, a director at waste management company Biffa until 2008 when he set up his own consultancy Ecolateral, joins Recycling Technologies as an adviser to the board. He is widely-regarded as a guiding force in the public and private sectors, offering strategic direction turning waste into resource.

A spinout company from the University of Warwick, Recycling Technologies' pioneering technology can help eliminate the 85 per cent of plastic in the UK that is still landfilled.

Rather than constructing large facilities and transporting the waste to them, Recycling Technologies' has devised a machine that can be installed at almost any site.

It uses pyrolysis (using heat in the absence of oxygen to decompose of materials) in a small reactor to turn a waste into electricity, heat and base chemicals.

Mr Jones said: "I am a passionate believer that waste should be dealt with as close to its source as possible. Not only does this reduce the environmental cost of transportation, but can significantly reduce heat waste normally associated with centralised systems."

"Recycling Technologies offers an

on-site system that turns the problematic issue of mixed plastic waste into energy at a scale that can be locally installed in many waste operations. At this scale the heat as well as the electricity can be used, making it a very attractive commercial option. I'm looking forward to helping the team make this important contribution to protecting our environment for future generations."

Recycling Technologies managing director Adrian Griffiths added: "Peter's knowledge of the industry and waste technologies is already proving its value. I'm sure he is going to play a really important role in making us a market focused technology company."

South West's most active
agent for the last 11 years

alder king

PROPERTY CONSULTANTS

01793 615477
www.alderking.com

24/7 ONLINE ORDERING | ENVIRONMENTALLY FRIENDLY | THE PERSONAL TOUCH

ORCHARD PRESS LIMITED

FOR ALL YOUR PRINTING REQUIREMENTS



Try Us, You'll Love Us!



t: 01793 420 642 | e: jason.grubb@orchard-press.co.uk | w: www.orchard-press.co.uk



NEW THINKING.
NEW POSSIBILITIES.

The local company looking after
fleets nationally.



Pebble Beach Hyundai 01793 816800

West Swindon Motor Park, Paddington Drive, Bridgemoor, Swindon,
Wiltshire SN5 7SB www.pebble.co.uk/corporate-and-fleet-sales

Helen Russell Business Manager

Direct Line: 01793 816819 Email: helen.russell@pebble.co.uk



Box for life.

At Accord we
now deliver your
office products
in the new
Recyclabox™.



This re-usable box results
in 75% less packaging waste.
It's simple to use – just pack,
flatpack and then give back to us.

Make your office greener.
For more information visit:
www.accordoffice.co.uk/recyclabox

Your office.
Our passion.
www.accordoffice.co.uk
Tel: 01793 541500



SWINDON BUSINESS NEWS

26 Wood Street, Swindon
Wiltshire SN1 4AB

Telephone: 01793 615393

Fax: 01793 610553

Email: info@swindon-business.net

Web: www.swindon-business.net

Editor
Robert Buckland

Production Editor
Owen Fishwick

Business Development Manager
Anita Jaynes

Office Manager
Jackie Hall

Controlled circulation: In excess
of 7,000 copies per month

© Copyright 2012

Published by
County Business Publishing Ltd.

Printed by Acorn Press

County Business Publishing also publishes a range
of business newsletters: Swindon Business
Newsletter; Bristol Business Newsletter; Bath
Business Newsletter and Estates West Bulletin, a
property deals newsletter.
If you are interested in receiving a free sample
please call 01793 615393.

CountyBusinessPublishing
SwindonBusinessNews
BristolBusinessNews
BathBusinessNews

**For advertising
contact
Anita Jaynes
on
01793 615393**

People



Paul Gosling

• **Paul Gosling**, a taxation specialist with more than 35 years' experience, has joined Swindon-based chartered accountants Banks to head up its tax department. Paul arrives at Banks following a career which started in 1977 with HMRC and progressed through to a spell in the City and several years with accountancy practices in Bath, Cirencester and Reading. Paul has always specialised in tax, both for personal and business clients, and has a high degree of knowledge of taxation for the construction industry as well as expertise in carrying out tax investigations. He also has experience in dealing with taxation of trusts. Paul said: "I particularly enjoy working with small businesses, which is a strong focus for Banks and one of the things that attracted me to the firm. In line with the firm's own thinking, I am very keen to increase the expertise of the tax team so we can increase the services given to our current clients, and also expand on our client base." Paul is a member of the Institute of Certified Bookkeepers, a Fellow of the Federation of Tax Advisors and a member of the Federation of Small Businesses.

• Chippenham-based Good Energy, the UK's leading 100 per cent renewable electricity supplier, has appointed former Lloyds Bank director **John Maltby** as non-executive chairman with immediate effect. Throughout his career, Mr Maltby has developed a successful track record of delivering strong profit growth, most recently as group director of the UK

Commercial Bank of Lloyds Banking Group, the division specialising in lending to small businesses. He was previously group chief executive for seven years of specialist mortgage business Kensington Group, before its acquisition by Investec. Mr Maltby has held senior executive roles throughout the financial services industry, including at NatWest, Barclays Bank and Abbey National. Rick Squires, who has acted as Good Energy's non-executive chairman since 2011, retires with immediate effect but will remain on the board as a non-executive director. Mr Maltby said: "I am excited to be joining the board of what is an exciting and forward-thinking company. I believe it is important for companies and consumers to capitalise on the opportunities that are being offered in the environmental sector and Good Energy is at the forefront of delivering that."

• **Jane James**, managing director of Chippenham-based community health and social care group HFH, has stepped down from the board of the Swindon & Wiltshire Local Enterprise Partnership (LEP) due to an increasing workload at HFH. This has meant that she has been unable to play as full a part as she wanted in making a contribution to the work of the LEP and its sub groups. With the LEP moving into its delivery phase, Jane has said she is simply not able to devote the extra time that will be required to discharge her commitment to the work of the LEP. LEP chair Paul Johnson said: "Jane's experience and perspective as the owner of a SME in the area brought a real balance to our discussions about the economy within the board. We are sorry to see her leave but understand that her business interests must have priority in these changing times. Structural change within the NHS means that HFH group need to invest so that they are able to provide services now required from it in the new model for care and professional support." The LEP will be looking to find a replacement shortly and the application process will be published on the its website – www.swlep.biz – by the end of October. Partners will also be asked to use their networks to raise awareness of the vacancy. The HFH delivers more than 400 individual care packages a week and

directly employs in 300-plus staff. Generic services are provided to look after adults and children, in addition to more specialist services to individuals with complex healthcare needs.



Kate Swann

• Swindon-based books and stationery retailer WH Smith chief executive **Kate Swann** will step down next June. Her resignation was announced as the group said sales of the Fifty Shades erotic fiction trilogy had helped it combat tough high street trading conditions. Mrs Swann took the helm of the business nine years ago at one of the toughest times in its history. She introduced a massive restructuring which transformed and streamlined the business – splitting the distribution arm off into a separate company, Smiths News, also based in Swindon, opening more stores in railways stations and airports and concentrating on higher-margins items such as cards and stationery. She will be replaced by Steve Clarke, previously managing director of WH Smith's high street stores business. Pre-tax profits for the year to the end of August rose 10% to £102m – mainly due to cost-cutting. Annual like-for-like sales, which exclude new store openings, fell 5%. Fiction sales had been weak in the first half of the year, before picking up thanks to the Fifty Shades series of books, it said. It also announced an additional £12m of cost-saving measures, bringing its total cost-cutting target to £25m over the next three years.



Contacts

Forward Swindon 01793 429250	Bristol Airport 0871 334 4344
Business West 08458 505066	Swindon Council 01793 445500
Business Link 0845 600 9966	Wiltshire Council 0300 456 0100
Influence 01793 429259	Chamber of Commerce 01753 870500
Fast Forward 0808 178 3657	Swindon & Wilts LEP 01793 429256
First Great Western 08457 000 125	Visit Wiltshire 0845 602 7323

the IPstore

We supply the IT solutions that your
organisation really needs

Security - Visibility - Control

Advantage@TheIPstore.co.uk www.TheIPstore.co.uk

01793 251 500

Firms invited to enter regional Fairtrade Business Awards

Swindon firms with a commitment to ethical trading are being invited to enter the first South West Fairtrade Business Awards.

The awards - which aim to increase sales of, and support for, Fairtrade goods among South West businesses - follow the inaugural Bristol Fairtrade Business Awards held earlier this year.

By showcasing companies and commercial organisations that have an ethical and sustainable approach to business by buying Fairtrade products - as the Bristol awards successfully did - other firms are encouraged to take a similar stance.

Bristol and Southwest Fairtrade co-ordinator Jenny Foster said: "Increasing sales of Fairtrade products enables more small producers in the developing world to make a sustainable living."

The awards ceremony will be held at the Colston Hall on March 8 and will be the major event in the South West for Fairtrade Fortnight, which runs from February 25 to March 10.

The awards are free to enter. Businesses can enter online www.bristolfairtrade.org.uk



Update for businesses on town's University Technical College

Swindon companies can hear how they can get involved with the town's planned UTC (University Technical College) by shaping its curriculum and making sure it meets the needs of employers at a meeting taking place on November 6.

The UTC will be a new concept in engineering education for the town and is expected to open its doors to 14 to 19-year-old students in 2014.

Oxford Brookes University and Johnson Matthey Fuel Cells are joint sponsors of the UTC, which has recently received the go-ahead from Government to move to the development phase. The meeting will be held at Intel Corporation, Pipers Way, on November 6, from 5.30pm. For more information see www.brookes.ac.uk/business_employers/utc-swinton or contact Tina Doyle at GWE The Initiative on 01793 428 320.

Swindon takes the lead with UK's first borough-wide 4G network

The UK's first borough-wide 4G LTE (Long Term Evolution) broadband network in the UK has gone live in Swindon.

The broadband service is to be followed by a microwave network created in a partnership between UK Broadband (UKB) with Swindon Borough Council's IT service provider Capita.

The system provides the capability for ultrafast broadband connections to schools, businesses and the council. Both of the new wireless networks are investments in Swindon made by London-based UKB at its own cost.

The 4G LTE service in Swindon will be launched in two phases. Phase one will offer a range of wireless broadband services to residents and businesses as a flexible alternative to fixed line broadband services.

It is estimated that the network will allow more than 67,000 households and 2,600 businesses in Swindon to access superfast broadband. This will be via a 4G box that can be plugged into any power socket, so reducing the need for a home phone line.

As well as offering superfast

broadband speeds, consumers and businesses can also pay on a monthly basis and can be connected within a few days.

Phase two will offer mobile services. A date for this launch will be announced later.

The ultrafast microwave network will initially connect a significant number of council service sites at a substantial cost saving to the council. It will then be extended to support other council services and local businesses. The two networks will provide the first complete Next Generation Access (NGA) wireless city/town service in the UK for both the public and private sector.

Swindon Council cabinet member for regeneration and culture, Cllr Garry Perkins, said: "I am really excited that residents, businesses and the public sector in Swindon are now in a position to start enjoying the benefits of both superfast 4G wireless broadband and ultrafast broadband connections."

"Swindon has always been a great place to do business and we believe this new network will give our

economy a major boost. Existing firms will have the chance to operate more flexibly, while we hope the 4G LTE technology will also attract new companies into Swindon.

"The council will also be the first local authority to benefit from this new service using LTE technology alongside microwave services and we will use this opportunity to transform the way we work, while at the same time making substantial savings."

UK Broadband chief executive Nicholas James added: "In order to remain competitive it has become essential that local authorities look to reduce current costs and address the superfast broadband requirements of their area."

"By working with such a forward-thinking authority like Swindon Borough Council, we have been able to build two state of the art wireless networks that can now enable the council, local businesses and residents to benefit from NGA broadband services."

UK Broadband is the UK's largest national holder of radio spectrum suitable for 4G.

£11m bank funding package puts Quick Move on the road to growth

Property part-exchange firm Quick Move Properties (QMP) has secured an £11m funding package from Santander Corporate Banking for further growth.

Since its launch in 1998, the Royal Wootton Bassett-based business has grown into one of the UK's largest independent residential property part exchange and house sale service companies.

The firm, which has facilitated the purchase of more than 4,000 properties and turns over more than £50m a year, has also successfully diversified its supply chain and purchases properties from multiple channels.

The Santander financial package includes an extension of established facilities and some additional working capital funding. Bristol law firm Osborne Clarke acted for the bank.

QMP chairman Steve Abley, who worked with co-founder and operations director Mark Jarman at Swindon-based PHH Home Equity before setting up the business, said:

"We have developed an innovative and strong business proposition for the UK residential property market - one that we see as offering a real alternative to the traditional house purchasing process. We are delighted with the continued financial support from Santander and look forward to working closely with the team."

Santander Corporate Banking

relationship director Richard Taylor added: "QMP is committed to delivering a first-class service for house sellers in the UK. The firm and its management have developed a proposition which offers a real alternative to people moving house and we are delighted to maintain our business relationship with them by extending our lending support."

If Only . . .

Lime kiln House, Lime Kiln,
Royal Wootton Bassett, Swindon, SN4 7HF

Guidance and advice for
regulated insurance products

service@ifonly.uk.com
01793 858210



The PR and Marketing specialists

- PR and marketing campaigns
- Branding, advertising and design
- Marketing materials
- Promoting your business using digital media
- Media relations

www.voxonline.co.uk

VOX Swindon: 01793 511990
VOX Bristol: 0117 299 3301



Hello. We are Elm Workspace

Quality across every sector

We are one of the UK's leading office design, refurbishment, fit out and relocation specialists. We aim to outperform our competition through our professional processes, creating a comprehensive and differentiated product range backed up with our unrivalled service package.

- ✓ Interiors
- ✓ Space Planning
- ✓ Loose Furniture
- ✓ Fitted Furniture
- ✓ Education
- ✓ Move Management

0845 094 0777 www.elmworkspace.com



Vectura inhaler approved by European Commission

Chippenham-based specialist drugs group Vectura has received a boost potentially worth millions of pounds from the European Commission's approval of its Seebri Breezhaler lung disease treatment in some parts of the EU.

Approval of the drug, an inhaled, once-daily treatment, follows a similar move in Japan last month. It has been developed with Japanese biopharma firm Sosei and is licensed to Novartis, the Swiss pharma giant. In trials involving nearly 2,000 patients suffering chronic obstructive pulmonary disease (COPD), Seebri Breezhaler improved lung function, reduced shortness of breath and improved quality of life over a 52-week period compared with placebo.

Vectura chief executive Dr Chris Blackwell said: "This innovative therapy has the potential to reduce breathlessness and exacerbations, improve lung function and help improve overall quality of life."

Men could be paying more for insurance, warns If Only . . .

Emma Ryder, of Royal Wootton Bassett-based If Only . . . is warning of changes that could result in men paying much more for an insurance product.

Many healthy males now pay less than healthy females for income protection cover. But due to a European Court of Justice (ECJ) ruling, UK insurers will no longer be able to offer insurance premiums based on gender after December 21. Anyone waiting until that date to buy income protection may have to pay a lot more. Women can currently pay 30 to 40 per cent more than men for income protection so the potential premium increases for men could be significant.

If Only... works with people who are looking for ways to secure the financial future of their family and/or business. Plans can often be knocked off track by an unforeseen illness, accident or the death of a family member or business partner/co director. If Only... provides uniquely tailored, well thought through asset protection solutions. For further information please contact service@ifonly.uk.com or call 01793 858210.

Turnover floods in for restoration firm

Swindon-based fire and flood restoration business 505 Associates has gone from a standing start in July 2011 to 20 staff and a £1m turnover in just over 12 months.

The firm, based on the Headlands Grove trading estate in North Swindon, has the franchise for Rainbow International in the Wiltshire and Thames Valley area. Rainbow International is a UK-wide franchise business specialising in restoring homes and businesses following fire, flood or accidental damage, as well as providing a commercial and domestic cleaning service.

Managing director Samantha Crawley and technical director Anthony Baddeley have invested in a state-of-the-art 10,000 sq ft disaster recovery and rapid response centre to provide the services needed to deliver



The 505 Associates team

day-to-day cleaning requirements as well as restoring homes and buildings after disaster strikes.

Technicians at the franchise, who are members of the British Disaster Management Association, have first-

hand recovery experience having dealt with the major floods in 2007 and 2008 as well as with a record number of call-outs during the cold snap of 2010 and 2011 and recent wet weather.

Morrisons picks logistics group Wincanton to operate new London depot

Supply chain group Wincanton has won a multi-million pound, five-year contract with supermarket group Morrisons to operate its first dedicated UK convenience distribution centre in London, which opens early next year.

The 100,000 sq ft distribution centre will open in Feltham, West London, early next year to supply Morrisons' new M Local format convenience stores – 20 of which will be open across the UK by the end of 2012 following successful trials in Leeds, Manchester and Birmingham.

Chippenham-based Wincanton said its proven expertise in managing this type of operation in the Greater London area was a key factor in securing the combined warehouse and transport operation contract.

Wincanton chief executive Eric Born said: "The award of this important contract with Morrisons is a clear sign that the market values Wincanton's expertise in providing turnkey solutions to leading retailers."

"We have always believed that the UK retail sector offers Wincanton real opportunities to broaden our service offering and grow our market share. Today's announcement further endorses that belief and highlights the enormous potential that exists for the group."

Monahans expands services by signing up to national association

Monahans, the accountants with offices in Swindon, Chippenham, Trowbridge, Bath and Glastonbury, has joined MHA, a fast-growing UK-wide association of respected and progressive independent accountants and business advisers, all sharing common values and goals.

Monahans will be able to offer clients an increased number of specialist accountancy services and expert business advice, as well as benefiting from the in-depth industry sector knowledge available across the association.

Services also extend overseas through membership of Morison International, a global association of independent accountancy and business advisory firms which will benefit

Monahans' clients operating internationally through subsidiaries or with a head office abroad.

Monahans managing partner Mike Shawyer said: "We are looking forward to playing an active role in MHA. The opportunities to share expertise and information will add value to our clients and contribute to the development of our firm."

MHA chairman Rakesh Shaunak added: "We are delighted to welcome Monahans to the association. This latest addition takes our combined turnover to approximately £100m. It also gives MHA almost complete nationwide coverage allowing us to offer our clients the proactive and personal service they enjoy anywhere in the country."

Christmas bookings now being taken

- >Party nights from £25.00 per person
- >Santa Sunday Lunches from £17.00 per person
- >Christmas Day Lunch £45.00 per person
- >Festive lunches £12.50 per person for 2 courses
- >New Years Eve from £45.00 per person

v. starry eyed.

v. happy this Christmas at Village Swindon

BOOK YOUR CHRISTMAS PARTY WITH VILLAGE NOW

VILLAGE SWINDON
Shaw Ridge Leisure Park, Whitehill Way, Swindon, Wiltshire, SN5 7DW
www.VillageUrbanResorts.com/Christmas

For more information call Amy on
0871 222 4620, option 2

DEVERE VILLAGE Urban Resorts

>LIVE LIFE. LOVE LIFE.

ISGUS

Unit 24, Blackworth Trading Estate, Highworth Wiltshire, SN6 7NA
Tel: 01793 766211
Web: www.uk.isgus.com

TIME & ATTENDANCE – ACCESS CONTROL – STAFF PLANNING
NO MORE TIME SHEETS – SAVE TIME ON ADMINISTRATION AND PAYROLL COSTS – CALL US NOW !

*Party this Christmas...
...at Bowood!*

BOWOOD
HOTEL, SPA AND GOLF RESORT



Our Christmas party nights start from only £29.50 and all include food, wine, Christmas novelties and disco.

Save booking a taxi and stay over at Bowood Hotel from only £99 per room!

If a party night isn't what you're looking for we are holding all types of festive events! From Festive lunches, festive afternoon teas, Christmas day celebrations and a New Year's Eve Ball, we have something for everyone.

For more information and to receive our Christmas special offers and 10% discount off your Christmas Party Night call Frances Charman on 01249 823884 or email f.charman@bowood.org and quote SBN.

www.bowood-hotel.co.uk

High rate tax payers urged to think twice about opting out of benefits

Swindon-based chartered accountants Banks is urging higher rate tax payers to think carefully before opting out of receiving child benefit.

Under plans announced by Chancellor George Osborne, anyone earning more than £60,000 a year will lose the benefit entirely, while the amount paid to those earning between £50,000 and £60,000 will be gradually withdrawn.

HM Revenue & Customs is now writing to all those affected and Paul Gosling, Banks' head of tax, says there

could be a lot of misunderstanding about the process.

"What will be confusing for people is that unless they opt to stop taking the payments, the benefit will carry on being paid," he said.

"Anyone who receives the benefit, but is not entitled to it, either in whole or in part, will then have it taken back through an additional Income Tax charge. Even more confusing is if the benefit is paid to one parent, but it is the other parent who earns more than £50,000 it will be the second parent

who has the tax charge even though they haven't actually received the payment.

"On the face of it, opting out may seem the easiest option than having to pay back the money later via the Income Tax charge, but this could have an implication on National Insurance credits and possibly State pension entitlement.

"The whole issue is very confusing and I wouldn't be surprised to find many people who carry on receiving the benefit when they shouldn't and vice versa."

The change comes into effect from January 7 next year. Any parent earning £50,000 or more loses 1 per cent of the benefit for every extra £100 they earn, up to £60,000, at which point the benefit is withdrawn altogether. For example, someone with a salary of £55,000 would lose 50 per cent of the benefit.

The income tax charge will be collected either through the self-assessment system or for employed people via their payroll deductions.

Paul added: "The only way to avoid the income tax charge, if you are a higher rate taxpayer, is by reducing your income, but this may not be something that people wish to look at in the current financial climate."

Don't get spooked by insurance jargon

For many small businesses, finding an insurance policy to cover all your needs can be difficult, especially if you don't understand all the insurance jargon. It's important for companies to understand their commercial policies to ensure they are getting the most out of their cover.

A good broker will keep you involved in the insurer selection process and make sure you understand the key terms of your contract, so should you have to make a claim, you know what you are covered for. An insurance broker will also present your company to the insurance market in the most beneficial way so it's important that you choose carefully.

Here at Bluefin, we have a local team of experts on hand to provide you with clear, open, professional advice for all types of business insurance. Being a major national broker, we also have the buying power to negotiate great deals on your behalf. Our insurance specialists will spend time with you to make sure we find the most suitable insurance solution to protect your business and cover your specific requirements.

For more information or for a free no obligation quote, please call our Swindon team on 01793 714 444 or email: swindon@bluefingroup.co.uk

For advertising contact
Anita Jaynes
on
01793 615393

Build a business that can survive without you

Your absolute dedication has helped to create a thriving business. But could it survive without you, asks Mike Lloyd, Partner at HW, Chartered Accountants, the accounting arm of the Haines Watts business advisory group.

What would happen if you were suddenly taken ill? Or hit by the proverbial bus? Even if nothing untoward happens, you'll want to make an exit at some point.

Building a business that can survive without you requires a two-pronged approach – and time.

A solid second tier

Having quality people working immediately beneath you serves two purposes. You have the backup you need to run the business efficiently now. And when you decide it's time to think about your exit strategy, the next generation of management is potentially already in place.

Not everyone wants to run a business, of course. But if you're considering a management buy-out, you should be thinking long-term. So you'll have plenty of time – ideally several years – to prepare second tier management before they consider taking over the ropes. Third party funders will need to be convinced that they have what it takes to run the business successfully.

A small business can't afford hundreds of second tier managers. So choose those you do employ very

carefully, with one eye on the future. Need a finance manager? Go for an ambitious candidate who you can introduce to other elements of the business. With a firm handle on commercial, operational and manufacturing aspects, your new manager may just be willing to step up to the mark – so you can step down.

Share the knowledge

A business that relies wholly on its owner stands on shaky ground. Crucial information committed to memory will be lost forever if anything happens to you and business is likely to grind to a halt every time you go on holiday.

Making sure that all quotes, customer details and procedures are properly recorded and maintained means that everyone knows what's required of them. If your employees understand the bigger picture, they can keep generating profits even in your absence. The same applies if you decide to sell up. A robust system gives prospective buyers confidence the business can keep going without key employees. The more slick your procedures, the better. So invest in that customer relationship management database, and make sure everyone's up to speed with the sales process.

To discuss preparing your business for future sale or buyout and, most importantly, maximising its future value, contact Mike Lloyd at mlloyd@hwca.com or on 01793 533838.



Ask Peter B

Small Business advice from Peter Bromiley ACA
Technical Director, AMS Accountancy Ltd.

Q: My accountant says I should pay myself 'enough salary' from my Ltd. Company for a 'tick' towards the state pension. What does he mean?

A: There are actually 2 state pensions to bear in mind here.

Basic State Pension: To get the maximum Basic State Pension, you must have made a National Insurance contribution (a tick) for 30 tax years. For 2012/13, you must pay a salary of at least £5,564, to receive a tick towards the 30 you need (as your accountant said).

Secondary State Pension: This depends on how much Employee's NI you pay in your working life. For 2012/13, once your salary exceeds £7,605, Employee's NI will be deducted from your salary at 12%. This counts towards your Secondary State Pension.

Also, on salary above £7,488 you (via your Company) have to pay Employer's NI at 13.8%. Many people consider this poor value because Employer's NI is just another tax and does not count towards your Secondary State Pension. This is why many company owners pay themselves just enough salary to get their 'tick' and then the rest in dividends.

If you are looking for a good accountant - call AMS.

AMS Accountancy Ltd
Delta 606, Swindon SN5 7XF
01793 818400
www.ams-accountancy.co.uk



Don't get spooked by insurance jargon!

Clear, professional advice from a local insurance broker you can trust.

Call us for a free quote on
01793 714 444

bluefingroup.co.uk

Bluefin



Chartered Accountants

Local Matters, National Strength



AUDITOR OF THE YEAR: SMEs 2012

Expert business advisers, helping you maximise the value of your business

To find out how you can protect your products and processes and save tax, join us at one of our Seminars at Jury's Inn on 18 October 2012 or 6 November 2012.

Registration will be at 9:00 o'clock for 9:30 start, with a mid-morning break for refreshments and finishing at approx. 12:30 pm.
Cost £15 per person.

To reserve your place contact us by phone or email.

HW Chartered Accountants
Old Station House, Station Approach
Newport Street, Swindon
Wiltshire SN1 3DU

Tel: 01793 533838
Fax: 01793 434930
Email: Swindon@hwca.com
www.hwca.com

Directors' Briefing by Withy King

In the latest in its series of Directors' Briefings, Withy King brings businesses up to speed with legal developments and provides advice on a few of the most commonly overlooked areas.

Taking on an apprentice

Apprenticeship contracts have changed. Earlier this year, the Government introduced a new contract for apprentices called Apprentice Agreements, replacing the previous contracts of apprenticeship. Under the new Agreements, apprentices no longer benefit from enhanced rights on termination of their apprenticeships and are treated the same as ordinary employees. If you are thinking of taking on apprentices, it is vital that you use the new Agreement which is far more attractive to businesses than the previous one.

Don't let Twitter damage your reputation

'Tweets' may only accommodate 140 characters, yet the damage they can do to your personal or business reputation, not to mention the time and effort it might take to deal with potentially malicious or defamatory comments, can be significant. Fortunately, social media sites are not exempt from the normal principles that apply to other forms of media. It's wise to develop an action plan to address potentially reputation-damaging behavior at the earliest opportunity.

You can find out what people are saying about you and your company by searching for tweets containing your brand name. If you are at the receiving end of a negative 'tweet', respond in a professional and positive manner. If the 'tweet' is not a genuine complaint, Twitter's help page allows you to report abuse and policy violations such as offensive content or copyright infringement. If Twitter's assistance proves ineffective, you may need legal advice on how best to manage and minimise any damage.

Are lease terms important?

A common misconception is that provided the rent is paid, other lease terms are largely unimportant. This is

not true. As a tenant, failure to comply with the terms of a lease can lead to the landlord carrying out the tenant's obligations and charging the tenant the cost of doing so, or in extreme cases, forfeiting the lease. Lease terms are important for landlords too! The Land Tribunal recently found that a landlord could not recover the insurance rent due because it had failed to comply fully with the insurance obligations in the lease. Whether you are a landlord or tenant, lease terms are important and must be complied with.

Providing personal guarantees

If you are about to sign a Personal Guarantee, you need to understand the legal impact this will have on you, any joint guarantor and your personal assets should the guarantee be called in. If you have already given a Personal Guarantee, ensure you know the limit and the notice period needed to end the arrangement so that you can exit at the earliest possible opportunity and minimise the risks.

Construction industry advised to steer clear of 'suicide bids'

So-called 'suicide bids' are rife in Construction. The longer this goes on, the more contractors and suppliers will suffer with prices being driven down to unrealistic levels. Planning to recover your anticipated losses by alleging changes to the scope of the works and corrections to the price is an unwelcome return to the bad old days and is high risk. You could end up having to choose between a contract that you simply can't afford to deliver or litigating to avoid the contractual consequences. Costly in either event - and that's before you consider Director's responsibilities if you have been trading while insolvent.

And employers shouldn't think that accepting lower than cost bids is a one-way risk street. Left with an insolvent contractor, you'll more than likely have to engage a replacement contractor on a cost plus basis. Yes, in principle you can recover your extra costs from the defaulting contractor, but in practice, he probably won't be able to pay. Let's see some sense return to the industry: a fair and achievable price; prompt payment and a project delivered on time.

Local law firms shine as they receive glowing reviews in Legal 500

Swindon's law firms are celebrating their success in gaining positive comments in this year's Legal 500, the industry's respected reference tool

The town's two largest firms, Thrings and Withy King, are listed among the South West's 'regional heavyweights' - a table dominated by Bristol firms.

Things is also named among the top firms for corporate and commercial work by the Legal 500.

The book says Thrings "has formidable expertise and coverage along the M4 corridor and has seen growth in insolvency and commercial litigation", while Withy King "has seen growth in personal injury, clinical negligence and Court of Protection work".

Legal 500 also highlights Swindon firm Clark Holt, ranking it among the top players for corporate and commercial work in the M4 corridor and Gloucestershire section.

Thrings is described as "a strong regional firm" with high-profile clients including Swindon-based Honda and MAN Truck & Bus. The three-partner team acted for Brinkworth-based Watson Petroleum on the purchase of Nigel Collison Fuels in Kent. Team head John Davies and senior partner Jonathan Payne are both "excellent, with rapid response times".

"Competent and helpful" is how Legal 500 describes Withy King's team, which acts for clients including Marlborough-based Equilibrium Wealth Management and Handelsbanken. It also acted for Portchester Equity on the creation of a new business structure. Alex Pyatt is noted for his "good knowledge and service, and fast response times" while team head David Cavaliero is also recommended.

"Excellent" firm Clark Holt "does extremely well in the Swindon market", says the Legal 500. It advised the shareholders in The Foundry, based in London, regarding the sale of a majority stake to Carlyle. Team head Richard Clark is "very practical and doesn't waste time", and Philip Humphreys is "honest, pragmatic and commercial".

Thrings "active and punchy" team is particularly known for its expertise in automotive, defence and aerospace disputes. Recent matters include acting for MAN Truck and Bus UK on issues arising from the M4 Bryn Glas tunnel fire, and other clients include Mint Financial Services and Citipost AMP. Andrew Herridge is recommended.

Withy King's "very responsive and very service-focused" group acted for Bath Youth Rugby regarding the distribution and realisation of trust assets, and also represents Bath



Building Society and the Wildfowl and Wetlands Trust. Team head Chris Kane is a "very intelligent and seasoned lawyer who grasps issues quickly and forms practical recommendations".

In insolvency and corporate recovery work, Thrings' advice is "thoughtful, focused and rooted in commerciality". The team is experienced in advisory and transactional work for mid-size businesses and actions against directors. Mark Cullingford is "non-judgmental, astute and pragmatic".

Withy King's Philip Banks-Welsh acts for a number of established IPs on insolvency matters.

Withy King is ranked among the region's best for clinical negligence (claimant). It has a reputation for complex birth injury cases and a growing dental negligence practice, and handles an increasing number of Court of Protection cases. Paul Rumley is recognised for his wide-ranging expertise and parliamentary lobbying. The well-respected Simon Elliman heads the team.

Withy King is also ranked among the top tier for personal injury work. Practice head Louise Hart continues to build on the firm's reputation for catastrophic injury and fatal accident claims. High-value brain and spinal injury cases are a niche area of expertise for Court of Protection approved deputy Stuart Brazington.

Thrings is in the regional top tier for private client (agriculture and estates). Peter Cusick heads the sizeable team at the firm, which recently acted for Fruition in a High Court judicial review. It also assisted prominent Isle of Wight farmer Brownrigg Poultry, and regularly handles substantial matters for the NFU. Duncan Sigournay is recommended for tenancy work.

Withy King's top-tier bloodstock practice spans the spectrum of contentious and non-contentious equestrian advice. Andrew Chalk specialises in racing, bloodstock and commercial contracts. Richard Brooks manages dispute resolution and regulatory work before the disciplinary panel at the BHA. Clients include jockey-turned-trainer Paul Fitzsimmons.

Withy King and Thrings both appear in second string for family law.

Richard Ellis at Withy King has child protection expertise and recently acted in complex care proceedings with an international element. Jon Toogood is an accredited specialist in matrimonial advocacy and pensions, and acts in high-value divorce cases.

Michael Young heads Thrings' "impressive" tax and trusts team, which also includes the recommended Elizabeth Evans.

Withy King's Amanda Noyce

takes the lead in contentious work; she is "very calm, considerate and obviously very experienced". James McNeile heads the team.

Thrings "delivers on all fronts" for real estate. Colin Stratton has "a natural ability to simplify complex issues and communicates well with clients".

When it comes to commercial property Thrings is "second to none", and has specialisms in secured lending, corporate occupiers and pension fund property. Clients include Future Publishing and Clydesdale Bank. Warren Reid's team includes Alex Pinhey and Rosalind Sopel, who have "a vast amount of pensions knowledge" and "a real willingness to help".

Withy King provides "exemplary service at a fair price" and "gets the results clients need". It has specialisms in care home, pension property, retail, charity, and property investment work, and acts for clients including St John's Hospital and Gold Care Homes Group. Team head Paul Daniels is recommended.

In construction, Thrings' team is "technically astute and extremely well informed", and acts for clients including English Heritage and Mercury Engineering. It advised on the building of a Holiday Inn Express in Windsor. Eric Livingston (formerly at Ashfords) and Steve McCombe are "very approachable and extremely knowledgeable in construction law".

Withy King's team provides "good, well-balanced advice", and acts for clients including Redcliffe Homes and Wildfowl and Wetlands Trust. Education and charity matters are



prominent specialisms. Louise Garcia is "extremely client focused, highly competent and an excellent and persuasive communicator".

Thrings' "excellent" environment team is "highly competent", and "looks after its clients with great care". Alex Madden handles contentious and non-contentious matters, and is "knowledgeable and down to earth".

In property litigation, Thrings' Michael Tatters is recommended. Withy King's Caroline Preist is "honest in her approach to each case and guides the client in every situation".

Andy Braithwaite and his TMT (technology, media, telecoms) team at Thrings are "approachable and responsive". Clients include Thomson Directories and AXA Technology.

Withy King's TMT team is led by Jessica Bent. It acts for telecoms clients such as Applicable and Smarter Mobile as well as Playforce Limited and the HorseWorld Trust.

Clark Holt's Alasdair Kirkpatrick is "a very competent lawyer who has an analytical mind and can think outside the box" for commercial property. The firm is also ranked as one of the best in the IT and telecom sectors and Jeremy Holt is recommended.



Swindon | Bath | Marlborough | Oxford
01793 536526 | 01225 730100 | 01672 514781 | 01865 792300

www.withyking.co.uk

Withy King is ranked among the region's best for clinical negligence (claimant). It has a reputation for complex birth injury cases and a growing dental negligence practice, and handles an increasing number of Court of Protection cases.



BANKS

chartered accountants

Congratulations To Swindon Business News On Your 30th Anniversary!

Professional

Successful

Efficient

Effective

Here to help with all
your business's
financial needs

Call now for a
complimentary
consultation

01793 616284

www.banksca.co.uk

Changing the way you think about professional advice

HAND CRAFTED BEER WITH NATURAL INGREDIENTS SINCE 1843

ESTD 1843
Quality
REFINED THROUGH THE GENERATIONS

WWW.ARKELLS.COM

SWINDON BUSINESS NEWS

Celebrates 30 years in publishing

This year Swindon Business News has been celebrating its 30th anniversary, and while three decades may seem a long time to many people, some things never change.

Our first issue, 12 pages in black and white, may seem dated but a glance at the headlines shows a strong case of history repeating itself.

Our lead article reported “strong evidence of a sudden improvement in local trading conditions – perhaps an indication of a national move out of recession”.

The story, with quotes from the council’s (Thamesdown’s) planner Chris Firth, highlighted some positive factors emerging from a survey it had conducted among companies in the town.

These included the availability of non-manual and skilled labour.

Unemployment in the town stood at 11.7 per cent “with little optimism of any immediate improvement” the paper reported. Today it is around 3.5 per cent – although the method of calculating it has, of course, changed.

A back page article illustrated the tough economic conditions at the time. The R. A. Lister factory in Wroughton – long since demolished and now a housing estate – had introduced short-time working due to falling demand for its diesel engines.

A company spokesman said it had

applied for government aid to maintain jobs. An upbeat spokesman for the company, which shortly afterwards became Lister Petter through a merger with Hawker Siddeley, said the company’s reputation and a growing share of world markets would help it “through a period of poor demand”.

Overseas markets were then – as now – seen as vital to pulling the UK economy out of recession and a long article highlighted efforts by the Government of the day to help businesses export.

Lord Limerick, chairman of the British Overseas Trade Board – the export promotion wing of the Department of Trade – urged businesses to take the plunge.

British Telecom and partners, including Plessey – which was then a major employer in Swindon – had just secured an order in China to supply its System X phone system. Civil engineering deals in Iraq and Egypt were also commended.

The main export thrust, though, was in Europe – particularly the EEC (European Economic Community) countries. There were some markets that were causing problems for the BOTB – trade was tightening up in Malaysia and Nigeria, it warned.

Other familiar themes included fears that shopping in the Brunel Centre, then little more than four years old, and... continued next page...

Back to the future . . . Recession, unemployment and optimism

Continued... Regent Street were "being crippled" by a lack of adequate car parking spaces, according to Mike Killeen, chairman of the Chamber of Commerce's retail committee.

There was also concern over the low demand for town centre shops with Fred Guscott of agents Farrant and Wightman fearing retailers were having difficulty meeting rent increases due to static turnover.

A property market report by Frank, Knight and Rutley Research on Swindon concluded that the edge-of-town market would soon overtake the centre in size and growth.

This was due to plans by developer St Martins to build 1.2m sq ft of office or industrial land (which became Windmill Hill business park) and a plan for 300,000 sq ft of council offices at Pipers Way - which never materialised.

It also reported that electronics

giant Philips had rejected a move to North Star - but hopes were high that the Civil Aviation Authority would pick Swindon from a shortlist of three (also including Milton Keynes and Northampton) for its relocation from London.

Such a move was 'probable' the paper reported and could create as many as 2,500 jobs. However, it never happened.

On a brighter note, the council's industrial adviser Doug Smith (who many credit for Swindon's later emergence as a 1980s 'boom town') reported that inquiries about industrial and office space had reached record levels.

His confidence was shared by property agents in the town who seemed to have a lot of new 'hi-tech' space to offer with Kembrey Park and Westlea under development and

Windmill Hill planned. However, suggestions of a Swindon Science Park were deemed wide of the mark.

Technology appeared on the march in Swindon with the town's Tectonic Micro Systems factory snapped up by Marconi Electronic Devices and a report on small firm Micro Focus, which specialised in software for microcomputers - the forerunner of the PC - predicting these machines would soon be in everyday use by 'businessmen'.

However, an article on the same page warned of "anxiety over microcomputers" as many smaller firms "believe they ought to be using computers but are concerned that their cost and complexity may be beyond them".

The article goes on to say that desk top machines such as those supplied by Apple, Toshiba and Commodore, have enabled small firms to become more efficient.

The first issue's motoring page heralded the arrival of the Ford Sierra - the replacement for the Cortina ("a success story that is hard to follow").

Finally, the paper rounded off with a small article proclaiming: "Swindon Business News has been launched through the confidence of local advertisers in a new venture and in the belief that we will reach the right people. Reaching those people - the decision makers - is our aim. They are busy, serious-minded people who will only read what they find valuable. We aim to be essential". *It's true - some things never change.*

The world was a very different place 30 years ago - or was it? A look at what was happening in Swindon and the wider world in October 1982 shows that while a lot has changed, much has stayed the same.

The country was struggling to emerge from a damaging recession. The Conservative Prime Minister (Margaret Thatcher) vows to stick to her economic policies, blaming previous governments for the decline that she inherited when taking power three years earlier.

Violence flares in the Middle East with a bomb attack in Teheran killing 60 people and injuring 700.

China is on the rise. It announces its population has passed the 1 billion mark.

A war against drugs is declared by the US President (Ronald Reagan).

At the cinema, feel good movies are big box office draws. ET and An Officer and a Gentleman pull in the crowds.

Swindon Town FC are struggling having been relegated that summer to the old Division Four under player-turned-manager John Trollope.

Beer cost 61p a pint.

British Leyland is renamed Austin Rover Group.

Construction starts of Norman Foster's Renault Distribution Centre in Swindon (now the Spectrum Building).

Ford launches the Sierra to replace its long-running Cortina, although its aerodynamic styling causes some controversy.

Pass the Dutchie by reggae band Musical Youth is at number one. It is replaced later in the month by Do You Really Want to Hurt Me? By Culture Club.

Helmut Kohl elected chancellor of German

A victory parade is held in London to mark the end of the Falklands war.

Petrol cost around 36p a litre.

SWINDON BUSINESS NEWS

Subscribe NOW and get the next edition delivered directly to your door.

Name: _____
Company: _____
Address: _____
Postcode: _____ Tel: _____

An annual subscription cost £25.00. Send a cheque for this amount made payable to Swindon Business News, together with this coupon to:

**Swindon Business News, 26 Wood Street,
Swindon, SN1 4AB**

inSwindon's BID promises for the next five year's and beyond...

- Better Promoted BID Area
- Safe and Friendly BID Area
- Clean and Maintained BID Area
- Business Support



For Business
For Shopping
For Leisure



Find us on
Facebook:
inSwindon BID
Company Ltd

To find out more about
inSwindon please visit our website at
www.swindontowncentre.co.uk

Follow
us on
Twitter:
@inSwindon



Next month we continue our look back over the past three decades of business in Swindon with profiles of the 30 companies and individuals who have transformed the town over that period and some of the key players shaping its future.



Coaching Businesses to Success

Supporting business leaders and entrepreneurs through their journey of creating a great business.

For a no obligation appraisal of your business
call 01672 861565 or email isla@yourcoaching.co.uk

Isla Baliszewska MA, AMAC, ncf, SFEDI, ANLP

www.yourcoaching.co.uk

Banks Chartered Accountants to host free business seminars

A series of free business-related seminars and networking events are in full swing at Banks, Chartered Accountants, which is making full use of the prestigious new premises it moved into just six months ago.

The Swindon-based firm, which – while not quite having the longevity of Swindon Business News has been established in the town for more than 15 years – moved to newly refurbished offices in April.

Vicarage Court in Ermin Street, Stratton, gives Banks ample room to grow from its current staff level of around 24 to an ambitious 40 plus. Unlike its previous location in Old Town, there are also boardroom facilities, as well as a spacious area for holding seminars and events, and ample free parking.

“Our new location is far more suited to our business, both from the point of view of giving us space to expand, but also space to hold our free events,” said Banks Director Neil Elsdon. “The relocation has gone down well with both

our clients and staff.” Expansion at Banks is reflected in Swindon as a whole, which now has regeneration schemes – either already up and running or about to get underway – valued at £2bn.

Neil says the expansion and regeneration make for a rosy future for Swindon, and is delighted that Banks will be part of that, as one of the town’s leading accountancy firms.

“Our move was timely for us, and also shows the confidence we have in Swindon as a town which is going places,” he said. “We are sensing a mood of optimism among our business clients. Initiatives from the Government to make lending more available to business should help the local economy get going.”

Seminars and networking events coming up include tax planning on November 8 and a networking breakfast on November 28. More details of these and other events are on Banks’ website at www.banksca.co.uk.

The National Self Build & Renovation Centre (NSBRC), the UK’s only permanent venue for independent building advice and support, is establishing itself as the heart of the self build, renovation and retrofit sectors.

As a non-profit, Community Interest Company (CIC), the NSBRC’s mission is to become a centre of excellence, facilitating the growth of the residential construction industry, improving the way houses are built in the UK and upgrading the current housing stock for the good of all.

A unique resource for consumers, industry, professionals, construction students, media and trades people alike, the NSBRC is the go-to place for anyone interested in advice, support, education and training related to residential building.

The one-off visitor centre is also the only such facility in Europe. Designed to meet the

needs of self builders, renovators and home improvers, its aim is to inspire, educate, and provide impartial advice to visitors as well as offering services and products from a wide range of selected partners to help all the way through any property project.

At 67,000 sq ft the centre houses one of the largest permanent exhibition areas, where thousands of products and services, from hundreds of manufacturers and suppliers are on display. Visitors will find everything from life-size exhibits in the Educational Zones that graphically demonstrate the myriad options available throughout the design and building phases of both a new build and a renovation project, to a range of products and services to help find a plot, and finance and insure a project.

Well over 200,000 people have visited since it opened in January 2007, with many returning time and again throughout their building project for free expert advice, support and product

BOWER & BAILEY
SOLICITORS

Cambridge House
4 College Court
Regent Circus
Swindon, Wilts
SN1 1PJ

www.bowerandbailey.co.uk

T: 01793 610466
F: 01793 511505

Because we're prepared to go the extra mile

market team
different telemarketing

- Database Cleansing
- Market Research
- Lead Generation
- Appointment Setting

Contact:

Tel: 01793 690679

Website: www.marketeam.co.uk



01793 423 351
www.keningtons.com



t: 0845 634 9155
m: 07948 409 112
e: Peter.Jones@hrdept.co.uk
w: www.hrdept.co.uk



1200 Delta Business Park
Swindon, Wiltshire, SN5 7XZ

t: 0844 249 9200

e: helpdesk@tmgroup.co.uk



Swindon Commercial Services Ltd.

Innovative
Solution Provider

Big Green Home Show

(Friday 26th – Sunday 28th October) – FREE Entry

Don't miss the one stop Big Green Home Show, packed with impartial advice on green self build, renovation and home improvement. The Show is the UK's biggest show for anyone wishing to make their home more eco-friendly; whether it involves retrofitting solar panels in order to generate your own heat, building a new zero-carbon home from scratch, or adding extra insulation to your loft.

At the show you'll find scores of exhibitors, eager to enlighten you on products, materials, construction methods and finishes. You can join a walking tour of life-sized exhibits to brush up on a particular topic, sit in on an array of in-depth seminars, hear first hand how other like-minded self builders and home improvers got on or ask an expert for advice.

So, if you want to get free expert advice and learn more about how to integrate eco and sustainable technologies into your home, to save you money and 'do your bit', then be sure to attend.

To find out more about the show and to register for FREE entry, visit www.biggreenhomedshow.org or call 0845 223 4455.



Partnership approach in Swindon fuels innovation

Swindon, a town known for its financial services and manufacturing may not, on first sight, appear to be high up in the green cities list.

However, Swindon is ranked in the "Top 10 highly innovative centres in the UK" by the government,* and there are a host of cutting edge projects underway which are designed to grow the low carbon economy here. Forward Swindon, the company responsible for economic growth and regeneration in the town, is working alongside Swindon Borough Council to make these projects successful.

The hydrogen refuelling station in Swindon is one such project. A joint venture between BOC, Honda and Forward Swindon, the UK's first open access station for hydrogen fuel cell vehicles launched last year to international acclaim, and is now in its second year of development. The next stage involves a broader project team, including Swindon Commercial Services (SCS Ltd), to pilot the use of hydrogen in a fleet of converted commercial vehicles, and demonstrate the ease with which other operators could develop their own hydrogen fuel initiatives.

Also, in early October, the "Hydrogen Highway" will come to life with a visit from the European Hydrogen Car Tour. A convoy of hydrogen fuel-cell cars from Honda, Hyundai, Toyota and Mercedes will be filling up at the Swindon's station as they drive along the M4 from Cardiff to London.

The "Future City"

Swindon is one of only thirty Councils across the UK to have secured a £50,000 government investment from a "Future Cities Demonstrator" fund to explore how the town can address long term challenges around the transport and energy.

The money pays for a feasibility study to scope out what could be done in Swindon to create a low carbon, sustainable and integrated infrastructure.

Once this phase is complete, we have the chance to win a single prize of £24 million for development and implementation.

The study kicks off shortly, to look at innovative ways that transport, communications and other infrastructure could be integrated to improve the local economy and reduce our carbon foot print.

The strength of this project is that it takes advantage of existing local expertise around hydrogen, district energy and 4G Wi-Fi and looks to see how they could be integrated, increasing the quality of life in Swindon in an "eco-friendly" manner and exploring how feasible it's going to be for Swindon to achieve.



Swindon partnerships

What do we mean by partnership working, and what are the benefits of the public and private sector working together?

If we are to develop the town as a 'centre-of-excellence' in green technologies, we need to engage key local stakeholders and draw on the experience of a specialist network of commercial organisations to contribute to our plans. As such the creation of a Swindon Hydrogen Group was proposed by GWE The Initiative and Forward Swindon, and a broader-scope Swindon Energy Partnership has been instigated by Swindon Borough Council.

Those involved in the groups so far include, for example, Johnson Matthey Fuel Cells, the Defence Academy at Shrivenham, RWE npower, Science Museum, Honda, BMW Group, The National Trust, Nationwide Building Society and Thamesdown Transport.

The remit is to identify opportunities in Swindon for the application of "green" technologies in public-private initiatives which will generate growth in the economy. This might take the form of bidding for project funding, improved procurement strategies, piloting commercial applications, or generally raising awareness about the value of investing in low-carbon technology.

In conclusion

Swindon's heritage of innovation and technological expertise lends itself to the growth of the "green" economy here. Swindon Borough Council and Forward Swindon are proud to be supporting these initiatives.

**Distribution of Innovation across UK Industry - BIS, May 2011.*



If you would like more information on any of the topics covered in this article, or can offer expertise to the groups, please contact:

*Stephen Cains scains@swindon.gov.uk
Senior Planner, Sustainability and Infrastructure,
Swindon Borough Council
Lawrence Murphy,
LawrenceMurphy@forwardswindon.co.uk, Economic
Projects Manager, Forward Swindon*



**Forward
Swindon**


**SWINDON
BOROUGH COUNCIL**



Thank you
Swindon
x



redheadPR

ahead of the curve

PR · Digital · Design · SEO



Getting the Business Edge: IT Simply Applied

In the latest of his monthly articles, business technology mentor Ray Smyth of Swindon's The Ipstore explains that IT investments should be made on proven concepts.

It always comes down to money, but the effectiveness of IT and your business is not necessarily limited by it. Is this a contradiction or a challenge?

Well, in fact, both - and particularly so with IT security, or for that matter, any security. If you upgrade all of your locks, windows and security alarms and you are never broken into, was that investment wise and strategic? You may never know.

In the recent past, IT systems were constrained by what technology and expertise was available; some organisations actually fashioned their business strategy around the available IT.

This is no longer true and the plethora of software, hardware and service building-blocks means that organisations can build their IT resources driven exclusively by the business needs.

But IT managers need help if they are to demonstrate value to their business; boards are more likely to invest (not spend) if they are involved.

Vendors of IT products, software and services frequently refer to ROI - meaning Return On Investment. An ROI of one year implies that investment will be recouped in that time and this principle is attractive. While it can be measured, it rarely is. Some investments are harder to measure than others and security is one. With a current risk assessment in place, it is possible to establish a cost of compromise on specific and possible threat vectors. With this cost identified a budget can be set



Ray Smyth

which creates the ability to measure investment.

The economic climate is making everyone more cautious and slowing decisions. In turn, this creates more awareness concerning investment performance.

Some of this can be addressed by trying before you buy. Often called a proof-of-concept (POC), many suppliers like The Ipstore are willing to offer some pre-sales help in this respect. Depending on the product or service in question, a POC can sometimes be converted into a live installation with nothing more than a licence key change; others may be more complex and require more specific effort, but a well-conceived POC can be helpful.

My advice is that if a POC is worth doing, it is worth doing properly and as a minimum this must include those who will benefit if the investment goes ahead, those who will ask about the return, and those that will manage it. This doesn't have to be massively time consuming or too onerous. But it is an important element in better quality IT decision making, making it more of an engaged company decision.

Olympics give SciSys a false start on delayed orders but margins race ahead

Chippenham-based specialist IT and software firm SciSys has shrugged off an 11 per cent fall in half-year pre-tax profits - partly caused by customers delaying spending until after the Olympics - and stressed it would comfortably meet market expectations for the full year.

The firm, which serves a range of sectors spanning space and defence to media, said its trading outlook remained positive despite the fluctuating euro/sterling exchange rate being a potential concern as a large part of its revenues are earned in euros.

It said it had implemented currency hedging arrangements to protect its euro earnings and cash deposits from any further deterioration in the exchange rate this year. It also

said it continues to search for acquisitions to accelerate growth.

Pre-tax profits fell from just over £1m to £934,000 on revenues down 10.8 per cent to £19.6m - with exchange rate fluctuations, contract timings and lower hardware sales largely to blame. It said a number of key customers deferred spending decisions until after the London 2012 Olympic.

However, margins continued to improve in its core professional fees while it performed strongly in the government & defence and broadcast sectors.

Orders at the end of July stood at £25.3m, an increase of 8 per cent on the same time last year.

Chairman Mike Love said: "Following a stronger-than-anticipated

first half of the current financial year we are now expecting a more balanced second half performance.

"We are particularly encouraged by the continued improvements in margins in our core professional fees; this is the key metric which we measure our business by. With a healthy order book and pipeline we look well set to deliver further progress in the second half of

The firm also secured the first new tenant at its building on Chippenham's Methuen Business Park, which it bought in May last year.

Recently, the space division, as part of the European Space Agency, completed a ground-breaking demonstration of an autonomous Mars Rover navigation system in the Atacama Desert, Chile.

Technology tips for business

Are you someone who remembers how life functioned before mobile phones, emails and the internet? If so then you might want to read on.

Information technology affects us all and today's technology is now so ingrained into our lives that it has become hard to comprehend how business happened at all before it existed. The pace of technological change is ever-increasing, what is commonplace today will inevitably be out of date tomorrow.

This technological advancement is driving continual change for businesses, not only in how people communicate and accomplish their jobs but also how companies make and market their products and services.

The 'always on/always available' generation, or digital natives to give them their correct title, are already consumers and are now holding positions of authority in the workplace. The challenge is to consider how to reach and service a generation that communicates in new and ever-changing ways and expects different forms of communication and levels of service. Ian Sumblor of Morris Owen warns: "ignoring technological advances will inevitably result in a decline in trade. You may



Ian Sumblor

not be aware of it affecting your current customer base, especially if those customers have been with you a while, but it will certainly already be impacting on your younger customers."

But before you head off to buy the latest gadget hoping to tap into this exciting world of opportunity some notes of caution:

- As with all strategic moves it should first be thought through, planned and managed. Understanding the business challenge that is motivating the need for implementation of the new technology is key. This might be a desire for

growth, the need for simplification, efficiency or protection. Whatever the aims they will have a bearing on selecting the right solution.

- It is vital to consider the impact of change on your business and on the people within it. New technology will put pressure on the staff to work in new and different ways. Processes and procedures will inevitably have to change. This will need time and investment and planning.

- Many businesses overlook properly protecting their technological environment. When things go wrong businesses can be badly exposed and reputations damaged. Before deploying new technology, advice needs to be taken on potential risks and how these can be mitigated.

Handled well, new technology will improve and enhance the profitability and profile of a business. Morris Owen, a founder member of The Independent Association of Accountants Information Technology Consultants (IAAITC), can help advise you and is committed to providing the very best unbiased IT advice.

For more information contact Ian Sumblor of Morris Owen, tel: 01793 603900 or email: ian.sumblor@morrisowen.com

Business
...first for all your training needs!

Apprenticeships
Grant for employers *

You could be eligible for a grant of £1,500,
if you employ a **NEW** apprentice! (must be more than
12 months since any previous apprentice started with your company)

- Apprentice must be aged 16-24
- Applies to employers who employ less than 1000 employees
- Available until March 2013.

* Conditions apply.

For more information please call (01793) 498404 or email
businessfirst@swindon-college.ac.uk
or visit www.swindon-college.ac.uk

Swindon College, North Star Avenue, Swindon SN2 1DY

From start-up to corporate, we'll be with you all the way

Accountancy services tailored to your individual needs

Email ian.sumblor@morrisowen.com
Or call Ian on 01793 603900 to find out what makes Morris Owen more than just accountants

MorrisOwen
chartered accountants, business advisers and more...

Registered to carry on audit work by the Institute of Chartered Accountants in England and Wales. Authorised and regulated by the Financial Services Authority. Registered with the Chartered Institute of Taxation as a firm of chartered tax advisers

Export Week set to host events to help local firms trade overseas

Two events to encourage more firms to export are to take place in Swindon next month as part of a region-wide programme of events.

UK Trade & Investment (UKTI) South West has teamed up with partners and business organisations to organise the events for Export Week (November 12-16) in a bid to inspire new exporters and provide practical advice for existing exporters.

Swindon and North Wiltshire firms are being urged to take up the international trade challenge and explore export opportunities.

The two Swindon events will focus on international trade with a seminar entitled 10 Ways to Boost International Sales, which takes place on November 13, and an event the following day will look at High Value Opportunities.

Export Week is part of a campaign led by Trade & Investment minister Lord Green to increase the number of British exporters by roughly a quarter and add around £36bn to the UK economy.

Lord Green said: "In November of last year I launched, with the Prime Minister, the National Export Challenge. I have been enormously impressed by the way that many firms have seized upon the challenge in the period since then. From 2010 to 2011, there was a 10.5 per cent export growth and more companies are now exporting to high growth developing markets.



"But there is more that we can do. I invite you all to join UKTI at one of our many regional events to find out more about the benefits of exporting and to see how UKTI can help your business grow."

The highlight of the week in the South West will be the return of ExploreExport, which takes place at the Mercure Holland House Hotel in Bristol on November 16. This highly-successful event provides the opportunity to meet experts from more than 60 countries who will provide bespoke advice for businesses.

UKTI regional director Russell Jones said: "There is no doubt that the past year has been full of challenges for the region's companies, but despite a dip in export figures during

the last quarter, up to the end of March 2012 the South West has still enjoyed another excellent export performance for the year as a whole, with £12.5bn worth of goods and services exported around the world.

"However, we cannot be complacent. While overall our overseas performance is strong the number of companies involved in international trade is still relatively small and as part of the National Export Challenge our aim is to help create even more new exporters in the region.

"Export Week provides an ideal opportunity for companies to find out more about the opportunities and how exports can help their business grow with a wide range of events we hope will inspire and encourage them to take up the export for growth challenge.

"Virtually any company can export its products and services – from single-owner operations to large corporations employing hundreds – and there are plenty of opportunities for South West businesses.

"Every year, hundreds of South West companies take advantage of the wide range of support services available through UKTI and I would urge companies to join us during Export Week and find out how UKTI can help."

Events, venues and times may change. Companies are advised to check the website for further details at www.exportweek.ukti.gov.uk

Don't underestimate the complexities of doing business in China, expert warns consortium

Doing business in China is much easier than it used to be – but UK firms setting up in the world's biggest market still face problems.

The note of caution came from John Oaten, director of APCA Group, at a meeting organised by the UK China Business Consortium and hosted by founder member, Swindon law firm Clark Holt.

Mr Oaten, a UK qualified chartered accountant who has spent the last 18 years working in Hong Kong and China, said many UK businesses underestimated the complexities of setting up in China – particularly around non-financial issues such as quality control.

"It can be time consuming," he told the meeting. "You can set up a company in the UK in 24 hours. In

China it can take two to four months. Even opening a bank account can be difficult and time consuming.

"Financial due diligence is vital but there are issues around quality control. It's important to do due diligence of factories and suppliers. There can be a trade-off between quality and speed of production."

He also said traditional issues such as guanxi – or business relationships – were still important when setting up while China was increasingly grappling with modern issues including pollution, wage rises and the social impact of its one-child policy.

For more details on the UK China Business Consortium, visit: www.uk-chinabusinessconsortium.com

Swindon Business News and Barclays team up to host exporting round table

Barclays and Swindon Business News have hosted a roundtable of experts looking at how small firms can boost their profits by selling overseas.

Staged at the bank's Old Town office, the event heard from existing and potential exporters on their approach to international trade. North Swindon MP Justin Tomlinson and representatives from UKTI, the Government's export advice and support service joined Darren Farnell, head of Barclays Business, South West, to look at how small firms can be helped and encouraged into export markets.

A full report of the roundtable will be published in next month's Swindon Business News and an edited video will be posted on the Swindon Business News website and its sister sites in Bath and Bristol.

The event coincided with a series of clinics launched by Barclays in the South West designed to help businesses start exporting. The clinics will highlight the benefits of exporting

and provide information on how it can be done successfully.

The clinics launch as research findings reveal that businesses that export grow by almost a third in just two years and that a third (29 per cent) see a positive impact on their bottom line within just six months of expanding into international markets.

Almost nine in ten (87 per cent) also agree that there are plenty of other benefits to exporting, including having greater confidence in the longevity of the business, increased productivity, stronger innovation and a longer lifespan for their products and services.

The Swindon export clinic will be held at Barclays High Street, Old Town, branch on November 1.

Barclays experts will talk through the steps to successful exporting and answer key questions, including which businesses are most suited to exporting, which countries are best to target, and what are the main challenges.

Barclays experts will also be on

hand to provide one-to-one advice, relating to individual need, as well as a local business which has achieved success through exporting and can help others do the same.

Mr Farnell said: "Winning business overseas is a vitally important way for small and medium-sized enterprises (SMEs) to prosper and help grow our way out of recession. Our research shows that in the challenging domestic market, exporting provides attractive new revenue growth of up to a third, boosting the bottom line and supporting job creation.

"We are committed to helping UK SMEs take that step to winning new trade around the world, and have experts in place across the globe ready to lend their support and advice."

Last month Barclays launched a new product called Business Abroad, a one-stop shop to help businesses start trading overseas. It offers free access to expert guidance, advice, workshops and tools, as well as discounts on international products and services.

Join the digital revolution



yantradigital.com

Digital
Media

Video

Cloud
Solutions

Digital
Marketing

Animation

yantradigitalmedia

01793 251551

enquiries@yantradigital.com

Jazzbones.
brand / design / digital

With more
jazziness



FOR DESIGN, BRAND & DIGITAL SOLUTIONS
THAT GET YOUR BUSINESS NOTICED

talk: 01793 646950 visit: jazzbones.co.uk



loveday

FOR SALE/TO LET

R024, Avro Gate, South Marston Park



6 Industrial/warehouse units available individually or combined.

2,075-10,427 sq ft

Market Centre, The Square,
Dammas Lane, Old Town, Swindon,
Wiltshire SN1 3EB

01793 423344

loveday.uk.com

loveday

TO LET (MAY SELL)

Units B2/B3, Athena Avenue, Swindon SN2 8EJ



Warehouse / Trade Counter unit. Good prominence close to Magnet, Screwfix and Formula One Autocentres

19,138 sq ft (1,778 sq m)

Market Centre, The Square,
Dammas Lane, Old Town, Swindon,
Wiltshire SN1 3EB

01793 423344

loveday.uk.com

BUILDINGTWO

DRAKES MEADOW • DRAKES WAY SWINDON SN3 3LL

EDGE OF TOWN CENTRE LOCATION
OUT OF TOWN ENVIRONMENT



TO LET

5,072 - 10,354 sq ft

MODERN HIGH QUALITY OFFICE
ACCOMMODATION WITH UP TO
38 CAR PARKING SPACES

**brasier
freeth**

01442 263033

www.brasierfreeth.com



Keningtons
Chartered Surveyors

01793 423 351

www.keningtons.com

Property In Brief

• A self-contained shop unit in Bridge Street in Swindon town centre is available for sale or possibly to let by agents Kilpatrick & Co.

The property has an open-plan ground floor retail unit with prominent display window onto Bridge Street, a busy pedestrianised street which leads to the Brunel Shopping Centre, along with 1,195 sq ft of accommodation on the ground floor and a further 795 sq ft on first-floor.

It is available at an asking price of £300,000 exclusive of VAT if applicable although Stephen Brickell of Kilpatrick & Co said the private client owners may consider a letting and are inviting offers in the region of £25,000 a year exclusive.

• A prominently-situated shop in Gorse Hill with first floor ancillary accommodation is being marketed by Kilpatrick & Co on behalf of private clients. The Cricklade Road property has a total of 682 sq ft of space including the ground floor retail unit and first floor accommodation. It is available to let with an asking rent of £5,000 a year or alternatively is available to buy for £125,000 exclusive of VAT.

Stephen Brickell of Kilpatrick & Co commented said: "We are anticipating a great deal of interest in this property as freehold retail units seldom come to the market and all previous units we have marketed in and around the area have attracted a great deal of interest."

Cedar House office now fully occupied after double letting

Two IT businesses based in Cedar House at Malmesbury's Riverside Business Village have taken more space in the building, leaving it fully occupied.

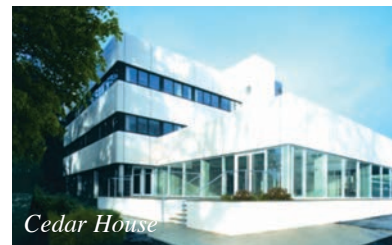
Business-focussed IT consultancy Leading Resolutions has moved from its 2,080 sq ft suite on the ground floor to take 5,341 sq ft in Suites 2 and 3 on the first floor.

Meanwhile ICCM Solutions, a supplier of service management software and consultancy services, has increased its floorspace by a third after taking Suite 2 on the ground floor. It now occupies 4,160 sq ft.

James Gregory of Alder King's Swindon office, which secured both lettings on behalf of the landlord Minton Malmesbury, said: "It's very encouraging to see two local businesses performing so well in a competitive industry and as a consequence requiring additional space to accommodate their growth."

Cedar House was recently refurbished to provide high-quality modern office space with a showpiece reception/entrance hall and luxury meeting rooms and plentiful car parking.

Leading Resolutions has taken a new five-year lease while ICCM has signed a co-terminus seven-year lease.



Cricklade office to serve as regional HQ for civil engineering firm

Civil engineering and groundworks contractor EMG has opened an office in Cricklade which will serve as a new regional headquarters.

The firm, part of the Gloucester-based Keyway Group, has taken 787 sq ft in a modern office suite on the Chelworth Industrial Estate in a letting secured by property consultants Alder King's Swindon office.

The office will form part of its growth development programme targeting the Bristol, Swindon and Gloucester triangle.

Keyway's Brian McGurk said:

"With our head office 30 miles away in Gloucester, the new Cricklade office is strategically very significant."

"It's a demonstration of commitment enabling us to target developments along the M4 corridor. Being close to Swindon, it will also help us attract a strong local labour resource and a high calibre of professional staff."

"We've been very encouraged by the volume and quality of enquiries in 2012 and the amount of work on the horizon."

"Although it is still challenging, we see better times ahead."

Silvia couldn't see her IT problems



verelogic
IT Solutions

Thankfully Verelogic's
experts solved them all!

01793 411184 Gloucester House, County Park, Shrivenham Road, Swindon, SN1 2NR www.verelogic.com

Office space at landmark Swindon building comes onto market after Smiths relocation

Part of Wakefield House, one of Swindon's most prestigious office locations, has come onto the market following the move by former occupier Smiths News to a new headquarters on the town's Kembrey Park.

Smiths News' relocation means 24,000 sq ft of modern, air conditioned office space is now available on a single floorplate at Wakefield House. The landmark 170,000 sq ft building is home to blue-chip occupiers such as BP, Nationwide Building Society, Intrinsic Financial Services and Infosys.

It was built in 1972 as the showpiece headquarters for Burmah Castrol and is set in nearly 11 acres of landscaped grounds off Pipers Way and close to the M4.

Swindon property agents Whitmarsh Lockhart and the Bristol office of Knight Frank have been jointly instructed to market part the available space, which forms part of the ground floor.

"The high standard of accommodation and unique design of the building has attracted occupiers such as BP and Nationwide Building Society," said Daniel Smethurst of Whitmarsh Lockhart.

"The building also has generous car parking offering the occupier an excellent car parking ratio of approximately 1,260 sq ft."



Wakefield House

The available suite has a high-quality internal specification including air conditioning, suspended ceilings and trunking. There are on-site catering facilities together with generous internal and external break out areas.

Mr Smethurst added: "We are delighted to be working with Knight Frank on this high-profile instruction and feel confident that a combination of the flexible floor plates, excellent car parking ratio, together with a quality built environment will appeal to occupiers. The building oozes gravitas and has always proved popular with the occupier

marketplace."

Joanna Crofts of Knight Frank said: "Wakefield House is a landmark building in Swindon offering high quality office space with excellent facilities. We are delighted to be involved."

Wakefield House was bought by Israeli-owned Delta Properties for just under £10m last year. Shortly afterwards BP, which employs around 540 people at Wakefield House, which acts as the head office for its lubricants business including marketing for its international Castrol brand, renewed its lease for 52,000 sq ft in the building.

Housebuilder awarded for Ushers Brewery redevelopment

The role played by a new housing development in regenerating Trowbridge's former Ushers brewery site has been recognised with a prestigious award for 'town enhancement'.

After unveiling a plaque on the former brewery, Mayor of Trowbridge Cllr John Knight paid tribute to developer Newland Homes for creating a scheme with 100 homes that transformed the derelict town centre site and rescued an historic 1820 Georgian façade – incorporating it into the structure.

While Ushers may have left the town, he said, the brewery's part in the town's industrial heritage will not be lost.

"It was a dark day for all of us when the brewery closed," said Cllr Knight. "However, the people of Trowbridge never lost sight of what was possible here – and this area always played a big part in our shared vision for the future ... a masterplan to enhance the town's prosperity and environment in line with its status as Wiltshire's county town."

"Today, we stand in front of a housing development that has physically – and symbolically – helped transform our town centre and become an integral part of our on-going regeneration into a vibrant, modern market town."

Cheltenham-based Newland Homes won a similar award in 2005 for its development of 65 homes on the



The Mayor of Trowbridge, Councillor John Knight, congratulates Newland Homes' associate director Tim Sergeant

nearby former bus station site at The Conigre. The firm is now looking to build on that double success with another scheme in what is now referred to as The Brewery Quarter with a further four apartments and 75 houses on the site of the former brewery's bottling plant.

In Gear

New Fish Brothers showroom under construction

Swindon's vibrant automotive sales industry continues its transformation with the construction of a large new multi-dealership showroom for Fish Brothers, one of the town's longest-established car retailers.

The building, on a two acre site at Peatmoor Way, is being constructed by Swindon-based Beard and will give Fish Brothers new showrooms for Nissan and Skoda cars, as well as offices, workshops, a valet building and extensive parking.

It will replace the existing Fish Brothers site at Paddington Drive, Churchward. Construction work, which started in June, is expected to finish next month.

Fish Brothers said the new development, which will employ 35 staff including five new recruits, marked a significant investment in Swindon and a sure sign of confidence in the local motor trade, despite the tough economic conditions.

Fish Brothers group marketing manager Laura Parsons said: "We are delighted with progress. We have set a tough challenge to complete the work by November but we're very confident in Beard's abilities. Like us, Beard is a local, family-owned, business that shares our focus on quality, value and customer service."

Fish Brothers, which started in 1948 in Faringdon, is now a multi-franchise dealer group, selling used and new cars in Swindon, Wiltshire and the surrounding areas.

The group owns dealerships selling Honda, Kia, Lexus, Nissan, Peugeot, Renault, Skoda, and Toyota cars. It also has a body shop and car accident repair centre in Swindon.

Beard director Marc Bayley added: "We are extremely pleased to be working with Fish Brothers. The contract is one of three major projects we are currently working on in the town. Beard has always been an advocate for Swindon and local businesses and this project is testimony to this policy. Local companies working together can only have one outcome; a successful future for Swindon."

The new Fish Brothers' dealership follows the recent opening of Dick Lovett's latest showroom – a state-of-the-art centre for Ferrari at The Copse, Blagrove. The showroom, which is highly visible from the nearby M4, is a relocation of Dick Lovett's former Ferrari dealership at Ashworth Road, Bridgemoor.

Guests at the opening celebrations were addressed by Ferrari North Europe regional manager Matteo Torre and Matthew Beard, dealer principle, Dick Lovett Swindon. The Copse features a fully-detailed Atelier suite to assist customers with the personalisation of their new car and a dedicated two-storey used car showroom holding up to 50 vehicles.

It also has a state-of-the-art workshop with 15 multi-function ramps, an MOT bay and a hi-tech wheel alignment facility.

From left: Tim Fish, joint managing director Fish Brothers, Tim Pooley, project manager for Beard and Marc Bayley, construction director, Beard.



From left: Lyn Lewis collects the keys to her new car from Mark Gordon, sales manager, Kings Chrysler Jeep

Lucky race-goer drives away with a top prize

Kings Chrysler Jeep of Swindon proved to be an odds-on favourite after supplying a Newbury race-goer with horse-power of a different kind.

Lyn Lewis collected the keys to a new Chrysler Ypsilon supplied by the Drakes Way dealership for a prize draw at the Dubai International Arabian Race Day last month.

Around 6,000 race-goers attended the meeting but it was Lyn's name that was pulled first out of the hat by horse-racing commentator Derek Thompson to win the £10,695 stylish supermini.

"I won £5 on the last race so was going home relatively happy but as my husband Terry and I were making our way out he said we might as well hang on for the draw," said Lyn, from Harwell, Oxfordshire, who works in customer services at a book distribution centre.

"When my name was read out, Terry just grabbed my hand and pulled me into the ring – I just couldn't believe it."

Kings Chrysler Jeep sales manager Mark Gordon said: "We were delighted to be involved with Newbury Racecourse as our Chrysler and Jeep brand profile is strong with race goers."

TCS contracts

"We have used the services of TCS contracts very successfully to recruit both temporary and permanent staff."

- Over 40 Years Combined Recruitment Experience
- Client Support, Strategy and Consultancy Service
- Tailored Business Solutions
- Construction, Interiors, M&E, Technical, Builders Cleans
- REC Trained Staff

T. 01793 435399

F. 01793 613262

E. info@tcscontracts.co.uk

tcscontracts.co.uk



Click here.



SBN

Check out the latest updates
www.swindon-business.net