

# ISLAND BUSINESS

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# President's foreword



**W**elcome to the June issue of Island Business – and already we're half way through 2011! In the words of one of my favourite songs "who knows where the time goes?".

There's been plenty of activity at the Chamber since my last foreword, with the formation of two new important and influential groups. To complement the specialist Boards that currently exist, our new Planning and Investment Board will be looking at long term business strategy and opportunities for the Island. In May, we also held the inaugural meeting of our 1910 Group – named after the year in which our Chamber was formed. I have heard criticism in the past from

smaller enterprises that we are only interested in 'big business' but, equally, we have struggled at times to engage with the larger employers. The 1910 Group is made up of CEO's of companies typically employing more than fifty staff and is an opportunity to gather common experience and views that the Chamber can then formulate into action and policy. Of course, the larger businesses have a great influence on the local supply chain and give massive support to our smaller companies, so this group's views will be interest to all of us.

I was privileged to attend the local Young Chamber Award Ceremony at Cowes Yacht Haven and was delighted to present the awards for 'Most Valued Young Chamber Council Member' from each of the participating schools. The energy and enthusiasm of the young people involved in YC is a joy to behold and I am thoroughly convinced that their experiences will set them in great stead in their working lives.

As you read this, the Festival will either soon be here, just happening or a swiftly fading memory. There is no doubt that there is a sizeable level of disruption for a short while, but this is (in my opinion) far outweighed by the advantages to our economy and our status across the globe. I always look at the Festival as an investment in the future – today's young music lovers are tomorrow's family looking for a nostalgic holiday.

On the home front, I didn't get the race bike ready in time for the first meeting so my championship hopes are now pretty minimal. I did, however, take part in a fabulous event called the 'Thundersprint' in Northwich, Cheshire. Basically a small circuit is set up in Marks & Spencer's car park for competitive, timed runs and also a Cavalcade of 200 race and road bikes is led around three laps of the town centre by the police in front of a crowd reputedly approaching 100,000! Tourism and local businesses benefited from a massive influx of people and the support of the local council and Police is very evident. We couldn't even keep the World Moto-Cross round here, so not much chance of a similar event happening on the Island.

Until next time, have an enjoyable summer.

**Steve Porter, President IWCCTI**



## ISLAND BUSINESS MAGAZINE

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## Wightlink gets on Board

**W**ightlink's Chief Executive Russell Kew has been elected to the Solent Local Enterprise Partnership Board.

He will serve alongside the other Island representative, the Leader of Isle of Wight Council, Councillor David Pugh, and 12 other board members.

Russell, who is a member of the Board of the Isle of Wight Chamber of Commerce, Tourism and Industry, said: "I am delighted to have been elected to serve on the Solent LEP Board. I fully intend to use this position to promote the economic interests of the Island, along with the wider Solent area.

"My business uniquely straddles the Solent and I am therefore well placed to understand the needs of businesses on both sides of the water.

"I am committed to providing a key link between the Island business community and the LEP, and I will do this through my membership of the Chamber Board. I also look forward to working alongside the Isle of Wight Council to promote the Island's interests and ensure we have a strong and combined voice at the LEP table."

**For more information, go to [www.solentlep.org.uk](http://www.solentlep.org.uk)**

## Hundred years of class sailing

**T**he X One-design (XOD) class has confirmed Aberdeen Asset Management as its new title sponsor.

The class – which is celebrating its centenary year – is also being supported by seven other companies.

Aberdeen, the global asset management company, also announced its sponsorship of Cowes Week earlier this year.

The event will include a Centenary Regatta to commemorate the first race of the class in 1911. The X is a classic 22 foot wooden keel boat.

Island Business is produced by the Isle of Wight Chamber of Commerce, and we want to hear from you if you have a story to tell. Send a message to the editor: [kevin.wilson@iwchamber.co.uk](mailto:kevin.wilson@iwchamber.co.uk).

# Alison's dream comes true

**T**he launch of a new dog grooming business in Gurnard is a tribute to the tenacity of its 21 year old owner.

Alison Cracknell has fulfilled her dream of working with animals, and overcome all the obstacles that stood in her way.

She was born with tuberous sclerosis, an incurable condition which has widespread symptoms, including learning difficulties.

But – backed by the love and support of her parents – she has qualified in animal care at Isle of Wight College, trained in Somerset with one of the country's leading training academies, and gone through a business start-up course provided by the Isle of Wight Lottery.

She has now also joined the Isle of Wight Chamber of Commerce, Tourism and Industry because she wants to network with other businesses, and build up her own company.

Alison, who runs the business from the family home on Baring Road, said: "My illness has given me more determination. It just takes me longer to learn.

"I tried to find work, and it was impossible, but I have always wanted to work with animals and I love dogs the most. Now I'm getting good feedback from the customers, and everyone who has been booked again."

Alison opened The Doghouse for business in January, and has already moved out of a converted spare room into a building in the garden.

"I wouldn't be doing any of this without the support of mum and dad, and a lot of other people," she said. "But I am proud of myself to have got



this far. I love what I'm doing and now I want to build the business up."

**For more information, send a message to [alison@thedoghouse-iow.co.uk](mailto:alison@thedoghouse-iow.co.uk)**

## Flexibility could spread confusion

**T**he British Chambers of Commerce (BCC) has hit out at Government plans to introduce a new system of flexible parental leave.

The BCC says the proposals will create confusion and extra costs for businesses, and are at odds with the Government's declaration that it wants to streamline employment regulations.

David Frost, Director General of the BCC, said: "These kinds of laws create huge uncertainty for employers, and prevent them from taking on more staff. "Lengthening the amount of time

parents can take as paid leave, and inviting them to negotiate time off with employers, just creates more confusion and costs for business owners. The proposals will lead to uncertainty and expose employers to endless appeals, legal challenges and grievances."

Mr Frost also said that plans to change Working Time regulations to reflect recent European rulings are also likely to cause confusion. He called on the Government to wait for more clarity from Brussels, where the issue is currently being debated."

# The Work Window Competition



**H**ere at Island Business, we believe in celebrating all the good things about the world of work.

And, with tongue firmly in cheek, we got to wondering why it's only visitors and people on a day off who are able to enjoy the beauty of the Island.

It doesn't seem very fair, does it?

So that's why we are announcing our search for the best Isle of Wight view ... from a work window.

Ian Pratt, of RJR Solicitors, was only too keen to boast about the view from his office window in Ryde – and we were so impressed we decided to print it here.

But can you beat it?

Send us a JPEG image of around 1mb resolution by email, if you think you have a

chance of claiming the best view from a work window. Not that you ever have time to look out of the window, of course.

We'll publish the best of the bunch, and if we end up with plenty to choose from, we might just be forced to come up with a prize for the winner.

It goes without saying that we're not just looking for a pretty picture. So how you define a 'good view' is entirely up to you... but you can only submit pictures of no more than 2mb resolution, taken on a digital camera, which must be sent to the email address published here. And they must be printable in a respectable magazine – including this one.

We humbly suggest that you get the permission of the boss (unless you are the

boss) before you send it to us.

**Please send your entry to the Editor by the end of June to ...**

**kevin.wilson@iwchamber.co.uk**

## Putting the Island on the map

**M**ore than 3,000 athletes, officials, supporters and media will descend on the Island at the end of June for the NatWest Island Games.

Organisers say there is still time for businesses to tap into the potential market generated by an event that relies totally on sponsorship and donations.

They have created a pixel map of the Island, with squares for sale at £10 each, allowing organizations to upload an image or logo, and a link to their own website.

Games Chairman David Ball said: "We know that those already on the map are benefiting from the exposure. It's a great way for businesses to signpost visitors."

**For more information, go to [www.natwestislandgames2011.co.uk](http://www.natwestislandgames2011.co.uk)**

## VIP experience

**S**eaview Wildlife Encounter has introduced VIP packages.

The award-winning venue – which celebrates its 40th anniversary this year – says the offer includes entrance to the park, a private guided tour, close-up time with favourite animals, and a champagne lunch.

General Manager Jules Brittan said: "Several people have already enjoyed the VIP treatment and told us how much they valued the experience. We think it is a wonderful way to mark an occasion, like an anniversary, or birthday, or any other special occasion."

**For more information, go to [www.seaviewwildlife.com](http://www.seaviewwildlife.com)**

## The Island sets the example on tourism

**A** national tourism expert says the Isle of Wight is one of England's top destinations, and has a partnership approach that is an example to others.

James Beresford, Chief Executive of Visit England, said domestic tourism was back in vogue, but it was vital for public and private sectors to work together to develop an effective 'destination management plan'.

Speaking at a meeting of the Tourism Development Board, held at the Chamber of Commerce, Tourism and Industry, Mr Beresford said: "Ninety per cent of visitors to the Isle of Wight rate the experience as excellent or very good, which is a great result."

"There is a big emphasis on marketing, but we mustn't forget that we have to get the whole place right – the service, the welcome, the facilities."

"That's why we are keen to encourage everyone to come together to develop a planned approach to destination management."

Mr Beresford, who was visiting as part of a tour of the country, said Visit England would work with the Island, which he said was 'nine tenths of the way there' in its joined-up approach to tourism, and was impressed by the fact that all the ferry



companies were active members of the Board.

Mr Beresford added: "If businesses want to succeed, they need to contribute financially. The Island is on the cusp of a relationship that works, and tourism needs to be taken seriously. There are many facilities on the Island that local people and businesses benefit from that are only there because of tourism."

Simon Dabell, Chair of the Board, said the Island was home to around 1,800 businesses employing less than five people and it was not so easy to bring them all together in common cause. He questioned whether there was scope for the Government to allow councils to take a tourism contribution through business rates.

## New rules on holiday lets

An Energy Performance Certificate (EPC) is now needed for self catering holiday accommodation, and an Island estate agent is urging holiday letting companies to act swiftly.

The EPC is one of a series of measures being introduced across Europe to help cut buildings' carbon emissions and tackle climate change.

Hose Rhodes Dickson says an EPC is now required for properties that are rented as holiday lets, and it must be carried out by the end of June. The rule applies to any property that is rented as a holiday let for a combined total of 4 months or more in any 12 month period.

Since October 2008, an EPC has been required whenever a building is built, sold or let. The certificate provides 'A' to 'G' ratings for the building, and there is no pass or fail.

An EPC will provide recommendations advising what additional measures can be undertaken to help increase the energy efficiency of the property.

The report lists suggested improvements, like fitting loft insulation; possible cost savings per year; and if the improvements are made, outlines how the recommendations would change the energy and carbon emission rating.

A spokesperson for Hose Rhodes Dickson said: "There is no obligation to act on the recommendations. However, doing so could make your property more attractive to prospective tenants or even any future buyers, mindful that the an EPC is valid for 10 years.

"Information about energy efficiency and carbon emissions is summarised in two charts that show the energy and carbon dioxide emission ratings. The charts look similar to those supplied on electrical appliances, like fridges and washing machines."

**For more information, call Hose Rhodes Dickson's Professional Services Department on 01983 527727, or email [lisamercer@hrdiw.co.uk](mailto:lisamercer@hrdiw.co.uk)**

# Faux Fest is the real thing

A charity has added a new event to the calendar, confirming that we are becoming the Isle of Music.

The Isle of Wight Donkey Sanctuary is holding a Faux Fest, featuring a line-up of tribute acts ranging from Kylie to Michael Jackson, to boost its fundraising efforts.

Organiser Cheryl Clarke said the two day event was a natural progression from previous music events at the site.

"We had three tribute bands last year, and got a great reception, so we felt it was time to progress to the next level," she said. "We have doubled our capacity under licence to 5,000 and are encouraging people to dress up as their favourite artist from the line up.

"Tickets are selling quite well already, and we're encouraged by the fact that people are now booking their holidays around our music events."

The Faux Festival idea is imported from America, where tribute acts are becoming as successful as the artists they impersonate.

The idea made sense to Cheryl ... "We couldn't possibly afford the big acts, but through this we can give people top quality at reasonable prices," she said.

Profits from the event – which is designed to be a family friendly occasion – go straight back into the charity's work in rescuing and caring for donkeys from



all over the country, some of which live beyond the age of 60.

Cheryl said it was very much an Island event, using Island suppliers and caterers.

The Faux Fest is being held at the Sanctuary on 23rd and 24th July.

## Putting the T in weather

The Met Office has teamed up with Rapanui to create a range of T-shirts.

The Met Office eco clothing collection is made from organic cotton in an ethical, wind powered factory and features a range of weather related designs.

Mart Drake-Knight co-founder of Rapanui said: "We were delighted

when we were invited to design them. I think as well as being a nod to the Met Office's heritage and expertise, we managed to add a bit of Britishness and humour to capture the spirit of the weather as a subject."

**For more information, go to [www.rapanuiclothing.com/metoffice](http://www.rapanuiclothing.com/metoffice)**

## Target in sight

Nearly there! The Island's campaign to recruit 111 apprentices in 2011 has already resulted in organisations pledging 98 places, and 23 people have begun an apprenticeship with their new employer.

The campaign is backed by several training and employment organisations, and one of them – Island Training – says it has seen significant growth in recruitment, with even more interest being recorded as young people prepare to leave school and college this Summer. Employer Liaison Officer Omar

Lakhssassi said: "We are specially pleased at the popularity of our new apprenticeship programmes in hospitality and childcare."

Simon Atrill, of HTP, said: "The campaign is going well, but with many young people leaving school and college shortly there will be no shortage of enthusiastic individuals looking for an Apprenticeship opportunity."

**For more information, go to [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)**

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Contact Siobhan Aubin  
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A bird's eye view of the awards ceremony.



# 1,500 students can't be wrong! Young Chamber celebrates

Schools, students, parents and businesses came together to celebrate another year of achievement at the Young Chamber awards evening last month.

Event host Paul Topping, of Isle of Wight Radio, told guests that around 1,500 students had been involved in Young Chamber activity in 2010/11, designed to enhance their business skills.

Students from Sandown and Medina High schools gave presentations on the highlights of their year. Medina High is staging an event at Robin Hill Country Park in July to raise money for the Motor Neurone Disease charity, and Sandown students learned about finance, marketing, customer service, and entrepreneurial skills.

Special guest Mark King, founder member of Level 42, gave a brilliant demonstration of his bass guitar playing, and told students: "You have probably no idea who I am, but your grannie probably loved me."

"It looks like the future is in safe hands."



In the beginning, you might be the only one who believes in your ability, and you must have the confidence to do what you want to do."

Kevin Smith, founder of the Young Chamber movement, and Chief Executive of the Isle of Wight Chamber of Commerce, said: "The future is here, at this event. All that is good about the Island is on display here, and it is great to see students, teachers and businesses sitting side by side because it reflects our shared responsibility to look after our young people, and help them achieve."

Kevin also confirmed that Wightlink



Kerry Jackson and Mark King with some of the winners of the Young Chamber Challenge.

Pictures by Julian Winslow



had agreed to sponsor next year's Young Chamber Challenge. He said: "It means we can continue the tradition of the Challenge, and give our young people the opportunity to experience the world of work up close."

## Award winners

### Most Valued Young Chamber Council Members

Evie Garlick, Carisbrooke; Marston Hillier, Cowes; Megan Griffiths, Year 10 Medina; Molly Rolf, Medina Year 11; Scarlett Hayton, Ryde; Rachael Millward, Sandown; Alexandra Vallard, St Catherine's; Sara Mitchell, St George's.

### Most Valued Employer Contribution

Kerry Jackson, Wightlink, Carisbrooke; Glyn Taylor, IW Radio, Cowes; Darren Cool, Robin Hill Country Park, Medina; Rob Holgate, Vectis Ventures, Ryde; Rapanui, Sandown; IW Radio, St Catherine's; Martin Poynter, IW Fire and Rescue, St George's.

### Highest Individual Achievement at YC Challenges

Minghella Challenge – Joseph Bagnall, Ryde; Pertemps Challenge – Ollie Price, St Catherine's, and Sarah Tagart, Sandown; Pabulum Challenge – Jack Young, Sandown; IW Radio Challenge – Scarlett Hayton, Ryde; Liz Earle Challenge – Emily Jennings, Cowes; brainstrust Challenge – Beth Fox, Christ the King College, and Joshua Aspinall, Ryde; Vectis Ventures Grand Final – Emily Jennings, Cowes.

### Young Chamber Challenge 2010/2011

Winners: Joel Lloyd, Medina; Neil Everett, St Catherine's; Scarlett Hayton, Ryde; Troy Guy, Sandown; and Ismay Bartholomew, Medina.

Highly Commended: Rhys Foot, Sandown; Joshua Aspinall, Ryde; Beth Fox and Rebecca Powell, Christ the King College; and Amy Hare, Sandown.

Young Chamber's business supporters for 2010/2011 were: Isle of Wight Council, Jobs@Pertemps, Pabulum, IW Radio, Vectis Ventures, Liz Earle, Doris Pinks Florist, Wightlink, Cowes Town Waterfront Trust, and Diamond Isle Sculptured Glass.





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# Isle of Wight Festival – all those in favour?



The 1970 Festival

The stage is set for the 10th Isle of Wight Festival since the event was revived, and the Island's Chamber of Commerce couldn't be happier.

The first major music festival of the summer sold its 65,000 tickets five months in advance, and the headline acts include Kings of Leon, Foo Fighters and Kasabian.

Hard to believe now that the festival

made its reappearance on the Island after a massive 32 year gap, soon after the Chamber ran a survey showing that a majority of its members wanted the event to return.

An edition of this magazine in August 2000 said that almost 60 per cent believed a revival of the festival would be beneficial or highly beneficial to the Island.

Reporting the news, the Chamber took readers back 30 years to the legendary 1970 festival, now known as the biggest and best rock festival the world has ever seen.

More than half a million people came to the Isle of Wight and set up camp at Afton Downs in West Wight. They were privileged to be among the last to hear the genius of Jimi Hendrix, and 1970 went down in history – a heritage that is permanently honoured with a Hendrix statue and an exhibition at Dimbola Lodge in Freshwater Bay.

The magazine reported:

"Today, the potential is still here for an Isle of Wight Festival, generating a commercial success for the Isle of Wight and its local economy. The opportunity is there for the taking. Yet time and time again, plans for a revival are blocked, ignored, or simply not taken seriously."

The Chamber's survey generated a positive result in favour, but 40 per cent were still opposed to the idea.

The Chamber's Chief Executive, Kevin Smith, said: "The Island was very vocal in opposing the event, but I'd like to think that it has proved itself over the last 10 years to be making a major contribution to the Island, both in economic benefits, and in generally raising our profile throughout the world."

## Fresh pair of eyes

Property owners can increase their return on investment by using the town and country planning system to their advantage.

Martha James MRTPI, Principal Consultant at Island-based Plan Research, said: "Having a fresh pair of eyes look at the planning history of a site, backed by extensive planning knowledge and experience, can offer a variety of options that the owner or potential purchaser might not have considered."

Plan Research has also launched a fixed price phone and e-mail helpline, following the reduction of central government funding to the national Planning Aid service, operated by the Royal Town Planning Institute.

The new helpline is backed by a state of the art website where clients can log in, upload documents and photos, and view the progress of their case.

Plan Research was set up in 2001, and has offices on the Isle of Wight and East Midlands.

For more information, go to [www.planresearch.co.uk](http://www.planresearch.co.uk)



## Treasure Island

A rainy day in November put Henrietta Knight on the trail of a new business franchise, which she has brought to the Isle of Wight.

She went on a treasure trail in Somerset, and decided the Island was the perfect place to introduce the concept, after retiring from her teaching job.

Now she is the licence holder for Treasure Trails and has developed ten trails, with plans for another five.

"This is my first business venture," she said, "and it all goes back to a wet day on holiday which was transformed into a fun experience, thanks to one of these trails. I research each trail myself and have it independently checked before it

is published, and they are great for a range of people – families with children, obviously, but they are also good as team building exercises for organisations.

"I can also personalise trails so they make a nice gift, or develop one as a bespoke event, and there's a text helpline if anyone ever gets stuck."

Henrietta said her research had opened her eyes to all that the Island has to offer.

"I see so much more than I ever used to," she said. "I'm sure even people who live here will find out something new."

For more information, go to [www.treasuretrails.co.uk](http://www.treasuretrails.co.uk)



**S**iobhan Aubin may well have the most rewarding business on the Island.

She delivers educational psychology services to schools and students, with the aim of helping pupils achieve the emotional balance they need to achieve their full potential.

A former teacher, Siobhan launched her business seven years ago and has seen rapid expansion in workload, to the level that she formed a limited company last year, and expects to have six staff by September.

"I love what I do," she said. "Helping children solve their problems, and seeing the difference it makes, is so rewarding. My work is about applying psychology to meet children's needs, but we do this by taking a holistic approach involving parents, teachers and other community services."

Siobhan, who currently works from home at Shide, Newport, says the workload has increased through word of mouth.

She gets commissions direct from schools, and provides stress management support for teachers.

Siobhan also delivers stress management support to businesses, and offers a mediation service.

**For more information, go to [www.bridges4learning.co.uk](http://www.bridges4learning.co.uk)**

## Complete training

**W**ight Energy Ltd is investing in expertise as it stays ahead of the game in commercial gas safety.

The company, which carries out gas, electrical, plumbing and installation, sent Mick Cant away to update his Commercial Catering (equipment) qualifications. Mick went to Lancashire to train with Commercial Specialists SGAS for five days.

Wight Energy Ltd says it is the only company on the Island to have a single engineer with the complete range of COMCAT1 to COMCAT5 and CODC1 qualifications, which means he can cover the complete scope of works in the Commercial Catering Sector.

The company says it marks a step forward for customers who often have to use different contractors or separate engineers from the same contractor to get their annual safety checks and servicing done.

**For more information, contact Wight Energy on 01983 282645, or go to [www.wightenergy.com](http://www.wightenergy.com)**

## Store more

**I**nnerSpaces Self Storage Ltd have boosted the number of storage units at their Cowes site to 300, in response to demand from domestic and business customers.

The new units range from 25 sq ft to 125 sq ft, with individual door alarms, and images can be viewed on the company's facebook page.

**For more information, go to [www.innerspacesuk.co.uk](http://www.innerspacesuk.co.uk)**

## THE EXPERT'S VIEW

### MONEY MATTERS

**Nick Whitmarsh**, of **Lloyds TSB**, says the bank is keen to support Island businesses.

sponsored by Lloyds TSB



### Open for business

**T**here is a lot of current press regarding the apparent willingness (or otherwise), of banks to support commercial lending requests, as the economy looks to move out of recession into a sustained growth phase.

As Senior Manager of Lloyds TSB Commercial for the Island, Nick Whitmarsh leads a team of four relationship managers locally, supporting approximately 900 businesses on the Island. He is keen to stress that the Bank remains fully 'open for business' with regard to supporting sound business propositions across different business sectors, including property and is committed to helping customers through the economic cycle, where viable business propositions are presented. We approve over 80% of requests for loans and overdrafts and have a Small Business Charter which details our commitment to our customers during these challenging times.

We have very strong levels of new loans which we are providing to our customers, encompassed within our general support to local business. Some headline numbers and facts are;

- Our lending book increased by over 20% on the Island in 2010 from our 2009 base
- Our lending book has increased by a further 22% on the Island in the first four

months of this year, on our 2010 base for the same period

- Our lending in the first four months of this year was up 150% on the same period last year
- Almost 40 Island businesses have switched their banking to us this year from other financial institutions
- We have supported over 100 new business start ups so far this year locally
- Within Lloyds Banking Group, the Island team have the highest Commercial customer advocacy ratings and customer care scores in the country
- We have very strong working links with the Isle of Wight Chamber of Commerce

The team would be happy to talk to any business, whether an existing customer or not, to see whether we can help support their future plans. For further information, please contact Nick at [nick.whitmarsh@bb.lloydstsb.co.uk](mailto:nick.whitmarsh@bb.lloydstsb.co.uk)

or phone on 07801 472448. Our excellent website which provides a host of tools, guides and support to help businesses on their journey, is accessible through [www.supportingbusinesses.co.uk/lloyds](http://www.supportingbusinesses.co.uk/lloyds)

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Photo: Julian Winslow



# Mark King – keeping the faith.

**Turfed out of school for being a bad influence, Mark King tolerated a series of unfulfilling jobs, then set off for London in a milk van he bought for £15. The rest, as they say is history.**

**M**ark became a global rock star at the end of 1979, thanks to the distinctive music of Level 42. He is still touring the world, recently treated himself to a new 30th anniversary bass guitar, and is now finalising plans for a UK tour.

His story is a great example of the importance of having faith in yourself, and it's a quality he believes is vital in any business.

"I knew from an early age what I was going to do, and nothing was going to stop me," he said. "My family, friends

## Kevin Wilson meets Mark King

and teachers thought I was nuts, but I was earning money from playing the drums from the age of 11.

"Everyone said I was wrong and should be doing my schoolwork, but I believed in myself and my talent, and I'd spend my evenings writing music.

"After I left school, I worked in the Ronsons Lighters factory on Forest Road, but let's just say I didn't enjoy it very

## THE INTERVIEW

*Mark loves the Island – he was born and raised in Cowes – and is still motivated by music. But he also lives with the fear that one day, the inspiration will dry up.*

much. Later, I saved up enough from my milk round to buy the van off the farmer for £15, and I drove to London.

"I worked in a music shop and joined band after band. It was a hard life, and on a tour in Austria, all my gear was stolen and I came back with nothing."

Mark's breakthrough came when he hit on the idea of applying his drumming technique to create a unique bass guitar sound. A producer heard Level 42, liked their style, and – after years of hardship – Mark became an overnight success ...

After years away from the Island where he was born, Mark came back and invested some of his money in setting up what he thinks was the first Continental-style café bar, called Jo Daflo's – which was a contraction of the names of three of his children, Jolie, Florrie and D'Arcy. His youngest daughter Marlee is a pupil at Ryde School.

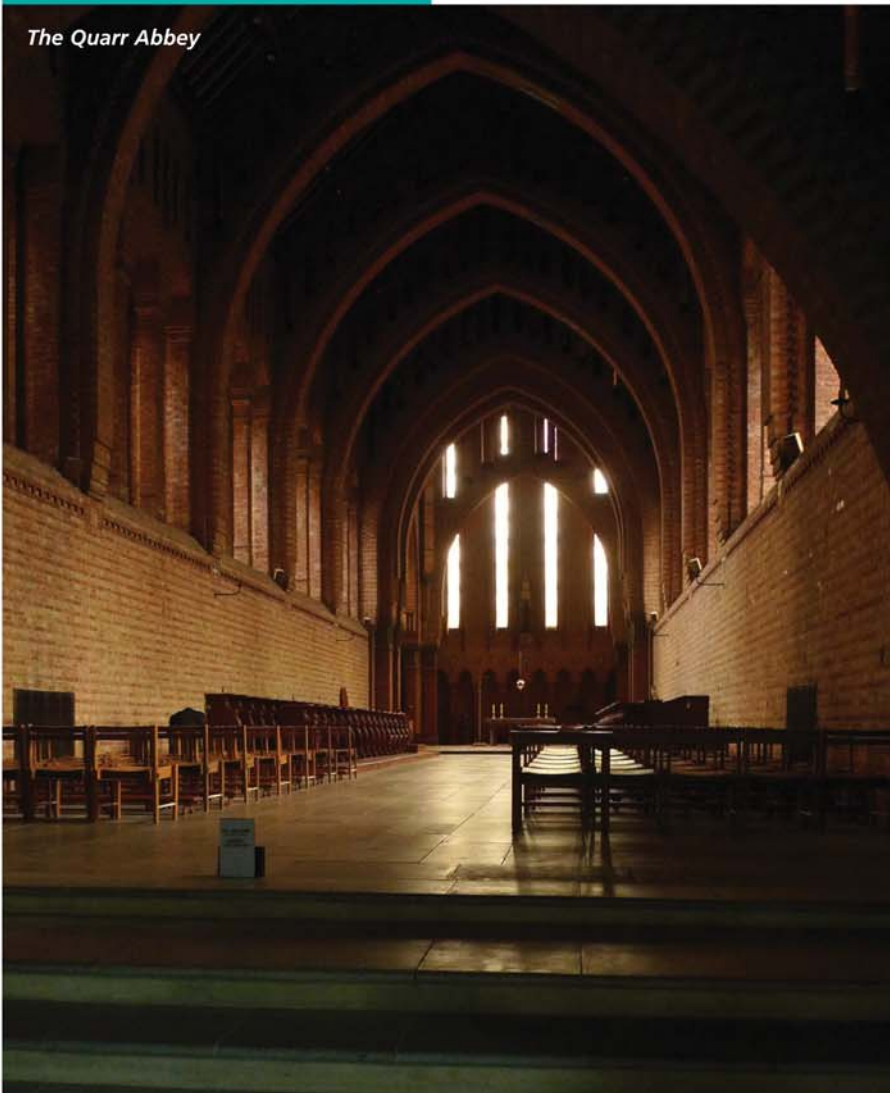
"In those days, the Isle of Wight was very much behind the times," he said. "But I think it has caught up since then. But still, it is harder to get things off the ground here, and I think that's why people in business have to work that bit harder, and be stronger. I think the Island mentality can give you an edge.

"Even so, it's a big step to leave the Island because it feels quite a cosy place. My feeling is that it won't be an island one day. I doubt it will happen in my lifetime, but I am convinced there will be a fixed link."

Mark loves the Island – he was born and raised in Cowes – and is still motivated by music. But he also lives with the fear that one day, the inspiration will dry up.

"Most mornings, I wonder if I'll still be able to make music," he said. "But something seems to happen when I pick up the guitar."

The Quarr Abbey



View from a distance

# Work and worship

It's a place of worship and spirituality. It's also a thriving Island attraction with 50,000 visitors a year.

Quarr Abbey has learned how to preserve monastic life while recognizing the importance of operating as a business. Now, it has embarked on a major programme of work that aims to modernise visitor facilities, without changing the nature of the place.

It's a delicate balancing act, but it is

Kevin Wilson finds that, at Quarr Abbey, business and spirituality go hand in hand

nothing new to the eight monks who live and pray and worship there.

Each of them has to strike an individual

daily balance which follows the Benedictine principles of prayer, work and community.

Their day begins with Vigils at 5.30am, when members of the community gather for Bible readings and psalms in the beautiful chapel, and includes a series of services, which ends with the seventh – Compline, at 8pm, after which the strict rule of silence is observed until 10 the next morning.

In between, each of the Fathers has a role to fulfil as part of the Quarr community, under the leadership of the Prior Administrator, Dom Finbar Kealy.

Father Petroc, for example, is supervising much of the Abbey's building programme; Father Nicholas is responsible for looking after guests who stay there on retreats; Father Duncan cares for novices and the Art Gallery; and Father Luke is the Abbey's writing and communications specialist.

The monks are supported by 11 staff, including Jeremy Fletcher, who was appointed to the new post of financial director last year, and Dean Pascall, who is responsible for the tea shop and improvement of visitor facilities.

The old tea shop is being replaced with a new building costing £120,000, of which £50,000 is covered by an EU Development Grant. The development will provide bigger kitchens, meaning

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Quarr Abbey retreat



that a full lunch menu can be served for the first time; and a farm shop for Island produce, honey produced on the estate, and fruit and vegetables from the Abbey's land use scheme, under which local groups are given allotments allowing them to sell their produce to generate funds.

At the same time, new signage has been installed, and other improvements are being made which will allow for an increase in the number of visitors, while striving to retain the Abbey's unique ambience.

The site already has an Art Gallery, with a full programme of exhibitions, and a book and gifts shop.

Dom Finbar said: "The community at Quarr welcomes visitors, and this is one of the ways in which we can share our tranquil and peaceful setting with others, along with welcoming all to attend our church services."

Father Luke said: "There are three elements to our life here: prayer, work and community. But the main component is the Bible and prayer. This is a place of peace, for us and for the people who come. We don't wish to change that, but we do want to raise awareness about the Abbey and help

people get more from the experience."

To that end, the Fathers introduced tours of the Abbey at 11am on the first Tuesday of every month, starting in May, and every Tuesday in July and August.

They are also considering the possibility of staging open air performances of Shakespeare plays next Summer.

Dean Pascall said: "Quarr Abbey has improved several times over the years. The difference now is that we have a co-ordinated plan for development which is based on the principle of sharing what we have with other people, and making the community sustainable in the long term."

Quarr Abbey traces its origins back to France. Benedictine monks at Solesmes went into exile to preserve their way of life against unjust religious laws, and settled at Appuldurcombe.

Six years later, they left when the lease was due for renewal at vastly increased cost, and the Brothers bought Quarr Abbey House, next to the ruins of the ancient Quarr Abbey.

The existing monastery was built to the design of Dom Paul Bellot, who was also an architect, and the church was completed in 1912, built by Island builders in Flemish brick. Dom Bellot



went on to design monastery buildings all over the world, but when he returned to Quarr in the 1930's, he declared it to be his finest work.

At one time, there were around 100 monks at Quarr, but many returned to France when conditions there improved, and the community has remained small for some time.

Numbers are regularly boosted by people who go to Quarr on retreat, and, of course, by visitors – many of whom also attend church services.

The monks are actively involved in the





The Graveyard



*"There are three elements to our life here: prayer, work and community. But the main component is the Bible and prayer. This is a place of peace, for us and for the people who come. We don't wish to change that, but we do want to raise awareness about the Abbey and help people get more from the experience."*

Father Luke



management of the site, but they are supported by volunteers who work in the shop, and also prepare meals under the supervision of chef John McEwan.

Father Luke said: "We depend so much on the support of our volunteers, and we are always looking at encouraging more to join us, as part of the community that makes this such a special place."

The idea of a business ethos at Quarr may seem strange to some, but Benedictines see a clear connection between work and God.

The Benedictine monastic tradition teaches that daily work is important because it gives balance to their lives, enables them to support themselves, and give to others in need.

'Pray and work' is an unofficial Benedictine motto, and an account of

life at Quarr reports that: "Some of us work in the church and sacristy ... to enable the Liturgy of the Church to be celebrated each day. Some welcome and look after guests who come to stay in the monastery. Others look after those who visit each day, working in the Abbey Shop or Tea Garden, or talking with visitors.

"Some produce food, growing vegetables or fruit, or looking after the pigs, cattle or bees. Others look after the development and repair of the buildings, or work in the gardens, or on the estate. Others cook, clean or carry out various administrative tasks."

Sense of community is important, too, and this is what lies behind The Quarr Project, which is designed to open up parts of the estate to give local people

the chance to work on the land, and earn an income from growing fruit and vegetables.

Roger Moore, of nearby John's Club, is leading a group of people with learning and physical disabilities working on their first season, on a three-quarters of an acre plot near the Abbey's car park.

He said: "It's great because it gives more people the chance to learn about work. Our produce will soon be on sale at Quarr Abbey, so people on the project not only learn new skills, but they get the satisfaction of producing something that people want to buy."

It's another example of how the monks at Quarr Abbey are continuing to achieve the delicate balance between work and worship, not just for themselves, but for others, too.

An intercom box made by AVO Systems



# Making a global impact

Figures suggest that the manufacturing sector has become a mainstay of the British economy during the recession – defiantly holding firm and acting as a counterbalance to the slowdown in the service and public sectors.

**H**ere on the Island, making things with flair and invention (not forgetting sheer hard work) is a long standing tradition – and we are still home to world leading companies such as GKN Aerospace, Britten-Norman, Gurit, Straininstall, LCM Systems, and more.

So how has the Island's manufacturing sector been coping, and what are its prospects for the future?

Geoff Underwood's first taste of hands-on manufacturing came when he lost his job as chief engineer at GEC Marconi, and began making headphone jack units

**Kevin Wilson** asks what life is like for some of the Island's manufacturing success stories.

for airlines from his garage – with members of his family as co-workers.

Now, Inflight Peripherals is one of the world's major suppliers of aircraft seat hardware. The company estimates it



spends around £500,000 a year with Island companies, employs 28 people, and at the time of writing was due to move into bigger premises formerly occupied by Artigiano at Shalfleet.

Geoff's success was based on a re-design of the humble audio jack, and the hard work in the garage at home came when he won his first contract in 1999 - 1,000 units for British West Indies Airlines.

The development of a robust audio jack was appealing to airlines all over the world, who were spending millions every year replacing broken headsets. By redesigning the plug and jack to remove

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## FEATURE



snag points, the engineers at IFPL found that they could reduce the risk of failure caused by passengers pulling headset plugs out.

Next, IFPL came up with a jack which would reduce maintenance costs. The Rapid Fit jack has a low cost removable cassette that can be replaced in less than 30 seconds, compared with about 10 minutes when the whole module has to be removed from the seat.

Geoff said: "We have not been affected by the economic slowdown. In fact, January this year was our best ever month, when we produced 20,000 units in one month – more than double our usual output.

"Of course, it hasn't happened overnight. We have put in a lot of work over many years to build up expertise and a reputation, which is vital in the airline industry with its detailed regulations.

"But being a main supplier worldwide brings its own challenges, and we have to keep an eye on the competition, and anticipate changing demands.

"The industry moves at a different pace. For example, most people have had access to the internet at home for around 10 years, but it is only just becoming available on airplanes."

IFPL – which has no borrowings – was awarded the Queen's Award for Enterprise three years ago, and is continuing to develop new products, including a video monitor swivel arms for a European rail company.

Ceramic components machined in Newport are supporting the efficient



operation of some pretty important pieces of kit, including the Hubble telescope and Needles lighthouse.

Ceramic Substrates has been producing industrial and technical ceramics for a wide range of applications since 1967. The company moved here 25 years ago when the major shareholder George Blane fell in love with the Island.

Now his stepson Andrew Starnes is at the helm, and recording a steady increase in turnover – up nine per cent in the last 12 months.

The biggest demand is for specialized lamps for ultra-violet curing and treatment, but very often the team is called on to manufacture a one-off component without knowing what its actual application will be.

Andrew said: "We do well because we give a fast response and flexible service, with the emphasis on quality. We have increased our capacity and our customer base, and output is up. A lot of that is down to our presence on the internet, which has introduced us to the global market.

"The main challenge for us has been the customer expectation of fast delivery, because no-one wants to carry too much stock. We have responded to that by investing in computerised machining, which works fast and removes the need for tooling up."

Ceramic Substrates has 25 staff and works around teamwork. Andrew said: "We are all members of the same team and that's important in manufacturing, when there are times when everyone has to pitch in to get the job done."



*"We do well because we give a fast response and flexible service, with the emphasis on quality. We have increased our capacity and our customer base, and output is up. A lot of that is down to our presence on the internet, which has introduced us to the global market."*

**Andrew Starnes**  
Ceramic Substrates

Andrew said the company was one of only a handful in the UK thanks to the emergence of China as a volume producer.

"But China can't match our quality, and that's where we score," he said.

Among its product range is Macor, a machinable glass ceramic registered in the United States and used on the Space Shuttle. Ceramic Substrates is an authorised agent for the material, which can operate continuously at temperatures of up to 800 degrees Centigrade and can be machined to a tolerance of 0.013mm.

Precision engineering is also important for AVO Systems, which started life 15 years ago as a record shop.

It soon diversified into sound and lighting, then moved into manufacturing when Managing Director John Wheeler was asked to install a CCTV system on a boat using another company's products.



The team at AVO Systems

*"We have not been affected by the economic slowdown. In fact, January this year was our best ever month, when we produced 20,000 units in one month – more than double our usual output."*

*Geoff Underwood  
Inflight Peripherals*

## Fact File

Manufacturing on the Island is expected to grow by just three per cent over the next two years – compared with 13 per cent growth for business services.

Manufacturers are the least likely sector to look for staff solely on the Island, and have the lowest proportion of Island suppliers.

Manufacturers have the most difficulty recruiting the staff they need.

Of 4,000 commercial properties on the Island in 2008, just over 800 were factories.

(Source: Isle of Wight Local Economic Assessment 2010)

survive and prosper, we feel it is essential that large employers from both the public and private sectors include smaller Island based companies in their supply chain."

The Island has a unique core of manufacturing skills which was built up around 50 years ago – Geoff Underwood's father worked on the rocket programme, for example.

It's an important part of our heritage, but it's important for the future, too.

There are clearly still many people carrying on the tradition, exporting quality products all over the world, and proving that manufacturing still has a vital role to play in the Island's economy.

John recalls: "The equipment just wasn't up to the job, and I wasn't happy doing the installation. They asked me if I could do it better, and that's how we became a manufacturer!"

Since then, AVO Systems security cameras have become the installation of choice for the RNLI, after subjecting them to rigorous tests in the seas off Scotland. The company also supplies cameras to Type 45 Destroyers, Condor Ferries, Red Funnel, the Isle of Man Steam Packet, and even a ferry company in Australia.

Around 75 per cent of output is exported, and most business is done over the internet.

Jeff and Technical Director Paul Hailes are now working on the next generation of camera and intercom system for the marine industry, and have also had enquiries about installations for the vessels that service offshore wind turbines.

Jeff said: "We go for top quality every time. The industry wants total reliability in often atrocious weather conditions and we are proud of the fact that news about us is spreading by word of mouth."

AVO Systems, based at Dodnor Lane, Newport, uses Island suppliers for its packing materials, system casings, metalwork and powder coating. The company is now also making some of its own circuit boards.

South Fabrications was formed three years ago, acquiring the assets of an engineering company that had succumbed to the economic down turn.

The company was soon competing for contracts on some of the world's most expensive megayachts, supplying cranes, hatches, garage doors and masts, together with high quality stainless steel fittings. Around 75 per cent of its output is now for export.

It also invested in a fully equipped welding and fabrication school, staffed with teachers and technicians. The school has so far trained over 26 welders to both City and Guilds and Lloyds standards.

Rob Stewart said: "Our order book is steadily growing, with particular emphasis on our megayacht business. We are an approved supplier to many of the world's luxury yacht builders, supplying yards in Russia, Germany, Greece and Turkey.

"Having our own in-house design department means we can interpret customers drawings and offer alternative designs, which are quicker and cheaper to produce. We have recently, in collaboration with a Japanese company and a design consultancy, produced light weight container systems for use on wind farm service vessels, offering a considerable weight saving over sea containers without compromising strength or capability.

"We see a future in the green, sustainable power sector, and are well placed to supply marine components to the expanding fleet of wind farm support vessels. We also have close relationships with alternative energy manufacturers within the wind, wave and solar sectors.

"In order for Island companies to



# No entry

## Security is everyone's business.

An Island superstore estimates it loses almost £200,000 a year directly because of crime, and a small business can quite easily be wrong footed on a contract without legal advice.

For most businesses, the chances of something going wrong may be small, particularly here on the relatively peaceful Isle of Wight. But the impact when it does go pear-shaped can be

## Kevin Wilson breaks into the security business

significant ... one break-in at a company's offices is likely to cost far more than installing a security system, and the loss of even one day's takings can have serious implications, particularly

## POLICE ADVICE

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Valuable stock is locked away securely during closing hours.

Burglar alarms are activated when the premises are unoccupied.

Photographs of valuable stock are taken to help trace items that may be reported stolen.

CCTV is installed and kept in good working order.

Perimeters are secure. This includes checking entrances, exits and outbuildings are locked, and not storing tools or other items such as ladders in visible and accessible places where potential burglars could use them to force entry to premises.

Property is marked and logged. Etching, engraving, electronic tagging, website registration and ultraviolet marking all assists police in tracing and recovering stolen goods, and apprehending those responsible.

A minimum amount of cash is kept in the tills. Bank your till takings as regularly as possible.

Any safe on your premises should be the correct size to store your cash securely.

in a tough economic climate.

Security means everything to some Island businesses, because they make a living from it.

Lifeline Security has built a steady £1.1 million turnover from installing and maintaining intruder and fire alarms, CCTV, and access control systems.

The company was acquired by brothers Mark and Nathan Lee in 1999, and Mark said that since then, there had been a gradual growth in awareness of the importance of security.

"We don't ever do a hard sell," he said. "We get business through referrals or from the customer coming direct to us.

"There is a basic instinct to protect property, and we always ask people to weigh up the risk of a one-off incident, and the impact it could have. People are much more aware, but we are still often called in after the event. The Island is a safe place, but not everyone out there is a nice person! There are plenty of

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Lifeline are a family based privately owned company specialising in the design, installation and maintenance of Electronic Fire & Security Systems. We take pride in our high standards of personal service to our valued clients and enviable reputation which sets us aside from others.

**lifeline**  
alarms & security  
services

An investigation by the police on the Isle of Wight resulted in two men being jailed for nine years each last year for an armed robbery at a jewellery shop in Cowes in July 2009.

Enquiries involved more than 40 police officers and staff from Hampshire Constabulary's Isle of Wight-based Scenes of Crime team, Intelligence Unit, Dog Support Unit, Custody team, Targeted Patrol teams (TPT), Roads Policing Unit (RPU) and Safer Neighbourhoods teams (SNT) with support from Hampshire Constabulary's Imaging Unit, Hi-Tech Crime Unit and Force Support Unit (FSU), Isle of Wight Council's Community Safety Service, Sussex Police, Wightlink and Red Funnel.

Their collective efforts under the codename Operation Sop produced more than 260 statements and more than 180 exhibits.

opportunists, and we get to find out just how tough it can be."

Lifeline is very much a family business: Mark's daughter Savannah is employed there, his mother Jean is Company Secretary, and father Graeme is Operations Manager.

Mark said the company's only marketplace is the Island, and the client list ranges from Gurit, Liz Earle and the Council, to around 500 second and third home owners, for whom Lifeline acts as keyholder.

Pete Hughes set up Fronrunner Doors last September with the aim of making industrial premises more secure, and providing an alternative to calling in mainland companies.

With his Operations Manager, Ian Rollins, Pete installs, services and repairs industrial doors and traffic barriers, and says site security is an increasingly important issue for companies.

"Steel doors are a pretty good deterrent, but security is an issue for most businesses, and it is essential to pay close attention to insurance policy requirements and fire risk to avoid being caught out.

"We are an Island business and we are already proving to customers that they can have a faster and more flexible service at lower cost. People are telling us they are getting fed up with being dependent on mainland companies, so I



Law and order Fronrunner Ian and Pete

decided to give them an alternative, and the signs so far are good."

Pete, who has worked in the business on the Island for several years, said: "We offer a 24/7 service and because we are local, we are not adding time and travel costs to the bill, so we are saving people money, too."

Island legal firm Glanville's has recently launched a Business and Commercial Services Division, which is headed up by Steven Bull.

It's a recognition not just of the importance of working within a suitable legal framework, but also of the advantages legal advice can bring, whether it is dealing with disputes, land and property disposal, employment, or simply doing business deals.

Steven Bull said: "A big part of our job is to help businesses assess risk, whatever they are doing. The most frequently arising issues are around buying and selling businesses, drafting a constitution, and establishing terms of business.

"But we are asked to give advice on many issues. A recent example was someone who had in the past rewarded a member of staff with some company shares, but then subsequently fired the employee and found it impossible to have the shares relinquished."

Clive Wiggins, Solicitor Director at Jeromes solicitors, Newport, warned that the rights of lights to buildings continue to be the subject of litigation.

He said owners of buildings or land owners of adjoining land should be aware of the potential impact of any development or redevelopment of land which will take away light from existing buildings.

He added: "It is essential for specialist



Lifeline Mark and Savannah

advice to be obtained in those cases, especially to avoid the risk of a successful injunction claim by the building owner against the land owner or developer.

"In the present economic climate, employment Compromise Agreements are also very common. Any employer entering into a Compromise Agreement should be aware of potential complications arising in respect of tax liability.

"On condition that the Compromise Agreement is itself a bona fide Agreement and in particular is signed after the employment termination date, there is usually a £30,000 exemption from tax on any termination payment provided for. If the Revenue reject the agreement for the exemption to apply, the liability for payment of the tax reverts to the former employer. An effective tax indemnity may cover this potential liability."

It's obvious that protecting your business, and working within the law, is an important issue.

**Businesses looking for impartial advice on physical security should contact the Police, on 0845 0454545.**





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# New rules on eye tests

Ensuring that your vision is good enough to drive safely may seem like common sense for a lot of people, but it often gets overlooked by employers.

**A**t present, there is no legal obligation for employers to make sure their drivers comply with minimum sight requirements. Once a driver has passed the mandatory driving test sight assessment, they are not required to prove the fitness of their eyesight again during their working lives.

However, in 2011 this is set to change. New EU legislation is due to be introduced, making it mandatory for all employees who drive whilst on company business to have their eyes tested regularly in order to keep their licences.

The current proposal states that holders of commercial licences (category C & D vehicles) will have to have their eyes tested every five years and holders of private licences (i.e. bikes, cars and most vans) every 10-15 years. Each EU member state has until 2013 to translate the directive into national law.

However, at a time when many businesses are struggling to make ends meet, a lot of employers will no doubt be questioning who will fund the sight tests – the company or the driver?

Jill Davies, Chief Executive of Westfield Health, the official health cash plan provider to the Isle of Wight Chamber of Commerce, suggests that the responsibility will fall to the employer to provide access to regular sight tests.

Jill said: "As eye tests become a mandatory job requirement for drivers and an essential part of operating a business in compliance with health and safety regulations, many employees will be expecting their employer to fund the cost.

"Employers will therefore be looking for the most cost-effective way to ensure staff can gain access to optical care whenever they need it – whilst keeping additional administration and paperwork to a minimum level.

"A corporate-paid health cash plan is an obvious solution, as staff can manage their own sight tests, booking appointments at a time and place convenient to them and claiming back the cost of the test and glasses (up to the limit provided) directly from the policy provider.

"For a relatively small cost, this system helps the company to ensure its drivers meet the necessary requirements, without the extra paperwork."

The Westfield Health Chamber Primary Health Plan is available to all members of the Chamber of Commerce, providing cash back towards the cost of optical care, as well as other forms of healthcare including dental treatment, physiotherapy and diagnostic consultations.

The plan also provides fast access to MRI, CT and PET scans, a 24-hour counselling and advice line and up to six face-to-face counselling sessions or cognitive behavioural therapy sessions.

**For more information, contact Westfield Health on 0845 602 1629 or visit [www.westfieldhealth.com/chamber](http://www.westfieldhealth.com/chamber)**

## Driving a bargain

Special offers have been announced which give up to 60 per cent off the cost of Chamber Roadside Assistance, provided by the AA.

**T**he Fleetwide 3 level of cover - based on Roadside, Relay, Relay Plus and Home Start for three to six vehicles – is reduced from £137 to £54

The offer applies to new customers, and prices are only available while Chamber membership is current.

All offers are open to members of the Isle of Wight Chamber of Commerce, Tourism and Industry, which is an accredited Chamber.

For full details, and to sign up, go to [www.theAA.com/business](http://www.theAA.com/business), or call 0800 551188.

See page 26 for details of Chamber of Commerce events, and a report

from one of our members on the latest in our series of successful breakfast networking events.

**For information about membership of the Chamber, send a message to [kerstine.andrews@iwchamber.co.uk](mailto:kerstine.andrews@iwchamber.co.uk)**



Isle of Wight  
Chamber of  
Commerce



**Particip8 Events And Activities**

Lisa Sharp & James Luckman  
Business Type(s): Activity and Leisure Services

info@particip8.co.uk  
www.particip8.co.uk  
18 Furze Hill Road, Shanklin  
Isle of Wight PO37 7PA

*Particip8 events and activities is a 'one stop shop' activity experience for those special times and celebrations with your friends, family or loved ones on the Isle of Wight. Particip8 cater for Birthdays, Stag and hen parties, Romantic breaks, Anniversaries, Corporate Team Building and Conservation projects and times to explore and unwind.*

*Let Particip8 organise your memorable occasion in our unique island setting. Particip8 can offer all you need with that personal touch. You could decide to go wild or just simply take it easy.... At Particip8 we have access to a great selection of quality activities to suit every celebration and occasion with friends and family. Take it easy from golf, horse riding, fishing, Yacht charter, or go wild with Zorbing, Paragliding, climbing or go extreme with our Boot Camp.*

**Patrick Moreton**

Patrick Moreton  
Business Type(s): Boat Builders  
01983 299275

info@moretonmarine.co.uk  
www.moretonmarine.co.uk  
Unit 106, Medina Village, Cowes  
Isle of Wight PO31 7LP

**The Beach Hut**

Helen Hindley  
Business Type(s): Retail  
01983 760026

enyo@beachutyarmouth.co.uk  
2-3 High Street, Yarmouth  
Isle of Wight PO41 0PL

*"Inspired by childhood memories & simple pleasures we aim to bring the essence of the English Seaside*

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Your home,  
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*Our aim is to bring together an Eclectic mix of brands and products that reflects this island idyll.*

*Not only an opportunity to introduce new and exciting brands, but also to celebrate many of the islands talented artists, craftsmen's and designers.*

*For women, men and children,  
Who love the English coast with a passion and make the most of each moment.*

*With all the hustle and bustle of everyday life we all deserve a relaxing space we enjoy,  
It might be your home,  
It could be your garden,  
We hope its  
The Beach Hut!*

**M J Hayles Architectural Services**

Martin Hayles  
Business Type(s): Architectural Services  
01983 293128  
Fax Number:01983 297236  
mj.hayles@virgin.net

Suite 10, Medina Village, Medina  
Road  
Cowes, Isle of Wight PO31 7BU

**Hampshire & Isle Of Wight Community Foundation**

Toni Shaw  
Business Type(s): Charities and Charity Shops

07563 594307  
krissy-lloyd@hantscf.org.uk  
www.hantscf.org.uk

Madeira House, Avenue Road  
Freshwater, Isle of Wight PO40 9UU  
*Isle of Wight Community Foundation was launched in 2008 by local people to connect donors with the local causes and charities that they care about on the Isle of Wight. It is part of the Hampshire and Isle of Wight Community Foundation, which is one of a national network of 57 community foundations across the UK which play a leading role in the development of local philanthropy to sustain voluntary action within our communities.*

**Treasure Trails Isle Of Wight**

Henrietta Knight  
Business Type(s): Activity and Leisure Services  
0750 3152873

iow@treasuretrails.co.uk  
www.treasuretrails.co.uk/isle-of-wight/things-to-do.html  
84a Mill Hill Road, Cowes  
Isle of Wight PO31 7EQ

*I write walking and cycling self-guided treasure trails in towns and villages on the Island. An interesting way to see more of the town and their important buildings. They are available to purchase from locations and the website.*

**Whitening On Wheels**

Judy White  
Business Type(s): Dental Services  
07757 622678  
prospain@terra.es  
Web TBA

Walls End Cottage, Heathfield Close  
Bembridge, Isle of Wight PO35 5UG  
*Spawhite Express Teeth Whitening is the most advanced smile rejuvenation treatment available. It will make your smile fresher, brighter and whiter. Whitening On Wheels can arrange a home visit or come to your business premises to offer treatments which take up to 40 minutes and generally last for 1 year when observing good dental hygiene. 20% discount to Chamber members on production of membership card.*

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Alison And Susan Cracknell  
Business Type(s): Animal Care / Pet Supplies  
07552 209795

alison@thedoghouse-iow.co.uk  
www.thedoghouse-iow.co.uk  
202 Baring Road, Cowes  
Isle of Wight PO31 8ER  
*Dog grooming service including ears and claws by qualified dog groomers.*

**Island HR Ltd**

David Long  
Business Type(s): Human Resources (HR)  
07764 337191  
long405@yahoo.com

*We provide people management services on a one off or ongoing basis. Our Clients range from as few as three staff. Basic employment advice -contracts, handbooks, redundancy, discipline etc. We are not just a*

*helpline, we give you an onsite presence-even to the point of carrying out a disciplinary interview or a redundancy for you.*

*More generally, in any business there are nearly always opportunities to reduce cost or improve revenue by using well targeted HR techniques. These could include a cost reduction workshop or matching labour requirement to actual demand or customer service and sales training coupled with personal targets and active performance management of individuals or a team. We are Island based and our services are not expensive. Often, we save more than we cost! 20% off normal rates.*

**Beautify**

Yolanda Bradley  
Business Type(s): Hair and Beauty  
01983 533554

yolandabradley@hotmail.com  
1 Chain Lane, Newport  
Isle of Wight PO30 5QA  
*Beauty salon offering a range of treatments and packages. Nail enhancements, pedicures, eye lash treatments, waxing and body treatments.*

## New business offers A-Z of activities

**A** new business aims to enhance the Isle of Wight experience for everyone.

Particip8 - the brainchild of Lisa Sharp and her partner, James Luckman - offers to organise special events or activities for Islanders and visitors.

The idea was born 18 months ago after friends and relatives bombarded Lisa, looking for information on things to do during their stay on the Island.

Now the company has forged links with accommodation providers and event and activity-related businesses to offer a comprehensive service, which was launched last month.

Lisa said: "We want to make holidays and experiences unforgettable for people, and we plan to do that by paying attention to the little details that make all the difference. For example, we can arrange mobile hairdressing, beauty therapy, and even fancy dress.

"It's about giving people something extra special, whether it's a couple on holiday or a corporate event, and we deliver experiences at lower cost than if they booked independently."

Lisa and James relocated to the Island from the Midlands three years ago, when James got a job here.

"We have been amazed at the



number of things that are available here," she said. "We can organise anything from orienteering to rides in a horse drawn carriage, and we are finding new things all the time."

Particip8 has around 30 activities on offer, and has launched a new website - particip8.co.uk

A MEMBER'S EYE VIEW

# Networking for breakfast

by Alex Tana

**What about having a nice tasty breakfast in pleasant surroundings and network with fellow Island businesses at the same time? No doubt an opportunity not to be missed! And that is exactly what nearly 30 Chamber members did in another successful event organized by the IOW Chamber. And if you were not there then you missed something special!**

**T**he IOW Chamber organizes these breakfast network meetings roughly every six weeks and I always have them in my diary. Why am I going? Because they are a wonderful opportunity to meet face to face other Chamber members and share in a professional yet relaxed way about one another's businesses; connect with people you might not otherwise connect or meet; identify new potential customers (especially important for smaller businesses) and learn about the variety and developments of island business.

Breakfast network meetings are certainly not a new idea and there are several "breakfast network groups" meeting regularly on the island. We all know, or should know, that networking is the most cost effective way to promote your business and the one producing greatest results. This is especially so on the Island where



"word of mouth" is king. As an expert on business networking I gladly welcome these events; in fact why not have one every month? For further info on networking on the island just get in touch. See you at the next breakfast!

YOUR CHAMBER CALENDAR FOR THE NEXT SIX MONTHS...

EVENTS

**NatWest Island Games**  
Various venues

June 25th to July 1st

The 14th Island Games will be launched with a spectacular opening ceremony in Ryde, and competition begins the next day.

JUNE / JULY

**Isle of Wight Radio Event, Dodnor Lane, Newport.**

July 12th 6pm – 8pm

'Your local Station' Come and see behind the scenes at IW Radio. Meet the team, get an understanding of how a show works and how they collate, package and broadcast the news.

Light refreshments provided. Call 01983 520777 or email chamber@iwchamber.co.uk to book. Free to members

JULY

Thetis Wharf. Call 01983 520777 or email chamber@iwchamber.co.uk to book your places! £28.00 per person + VAT

AUGUST

**Cowes Week Ball, Haven Events Centre, Cowes Yacht Haven**  
Wednesday 10th August 7.30pm

This year's theme, 'A Night at the Opera' A special early bird discount for members, if booked before the end of June. £89pp + VAT Call 01983 520777 or email chamber@iwchamber.co.uk to book.

AUGUST

**Charity Golf Day, Sandown & Shanklin Golf Club.**

September 23rd 12 noon onwards

Our Charity Golf Day will take place on Friday 23rd September 2010 and we have some sponsorship opportunities available. We are seeking main event sponsors and golf hole sponsors, all with a range of benefits and promotions. If you would be interested in sponsorship and being a part of this event, please contact Zoe Stroud, email zoe.stroud@iwchamber.co.uk. If you are interested in playing, please send your contact details to chamber@iwchamber.co.uk and we will send you a player's pack.

SEPTEMBER

**Business Breakfast Meeting, The William Coppin, Newport.**

July 1st 7.30am – 9am

An excellent networking opportunity to meet and present your business to other members while enjoying a full English breakfast. Places are limited so please book early to avoid disappointment. Call 01983 520777 or email chamber@iwchamber.co.uk to book. £5.00 per person

JULY

**Cowes Week Lunch, Thetis Wharf, Cowes**  
Monday 8th August 11.30am – 3pm

Cruise and buffet lunch aboard the 'Ashleigh R' departing at 12pm from

AUGUST

Chamber members with ideas for an event are invited to contact Kerstine: kerstine.andrews@iwchamber.co.uk



Check our online calendar at www.iwchamber.co.uk for details of all business events

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Steve Porter Transport Group operate customer liveried vehicles and also operate shared user contract distribution.

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We are able to provide a complete Air, Road and Sea forwarding service throughout the world by working closely with our partners.

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Using our 30 year's experience, we are able to co-ordinate large moves using multiple suppliers and disciplines, leaving clients to concentrate on their core activities.

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**Web:** [www.steveportertransport.com](http://www.steveportertransport.com)

**Tel:** 0845 680 2000

**Fax:** 01983 299746

**Tel:** 0845 680 2000

**Fax:** 02392 669625

The Steve Porter Transport Group provides express transport services to businesses based in central Southern England, the Isle of Wight and throughout the UK.

## AND FINALLY

### Big numbers

Europe's biggest bank HSBC is cutting back on wealth management and retail banking as part of its efforts to shave around £2 billion off its costs. It may also sell off its United States credit card business.

Running costs are currently at more than 60 per cent of revenue, and HSBC wants to trim it back to 52 per cent maximum.

In language reminiscent of an astronaut sizing up an oxygen leak, Chief Executive Stuart Gulliver said: "We clearly have a cost problem."

### Engagement - but with what?

The Chartered Institute of Personnel and Development has researched employee engagement, including what employees are actually engaging WITH ... The shock news is that engagement with the job comes out on top; followed closely by line manager and colleagues. Trailing in third place is engagement with the organisation, and at number four is engagement with individuals outside the organisation. You could have knocked us down with a feather ...

### Light relief?

Top marks to Recolight, which has had a lightbulb moment.

It reckons it can transform the process for the collection and recycling of lightbulbs. The new technology goes live this summer and will join together recyclers with collection points.

### Illegal cruising

News has reached our ears that the Cunard liner Queen Mary II has been used in an attempt to smuggle nine illegal Chinese immigrants into the United States. They boarded the ship as paying passengers in Dubai and were carrying forged Japanese passports.

### Google breaks into wind

Google is investing £61 million (\$100m) in what will be the world's largest wind farm when it is completed next year.

The project comes less than two weeks after Google announced its plans to invest £3 million in a German PV plant in Brandenburg an der Havel, the company's first clean energy project in Europe.

The new wind farm in Oregon in the United States brings Google's investments in clean energy to over £214 million (\$350m). The farm will cover about 30 square miles.



## COMING UP NEXT MONTH IN ISLAND BUSINESS - OUR BUMPER ISSUE FOR COWES WEEK

We go behind the scenes at Gurit; take a look at the Island's marine sector; and talk to some key players in education and training.

Island Business is produced by the Isle of Wight Chamber of Commerce, and we want to hear from you if you have a story to tell. Send a message to the editor: [kevin.wilson@iwchamber.co.uk](mailto:kevin.wilson@iwchamber.co.uk).

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## OUR GUEST THIS MONTH



**Peter Tomlinson, of Betapak, questions whether time spent shopping around is a good investment, and asks: What is the cost of saving money?**

Everyone loves a deal, and most of us spend time shopping around, trying to save a couple of quid on the stuff we buy.

But do we actually achieve anything?

John Ruskin (1819 – 1900) observed:

"It's unwise to pay too much, but it's worse to pay too little.

When you pay too much you lose a little money, that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing you bought it to do.

The common law of business balance prohibits paying a little and getting a lot. It can't be done. If you deal with the lowest bidder, it's well to add something for the risk you run. And if you do that, you will have enough to pay for something better.

There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider

price alone are that person's lawful prey."

But the bigger problem is the time you waste chasing deals. Time that should be spent with your customers, improving your product, reviewing your marketing or improving customer service - not trying to save 50p on dubious products!

So next time you get offered a "deal", or worse, next time you find yourself wasting time shopping around to find one, remind yourself of this:

What I actually need is consistent, fairly priced, quality supplies.

My business can't afford the time or money that these "deals" truly cost!!

Then go and look for suppliers who don't offer short term wheeling and dealing, but look to invest in the long term success of YOUR business through collaborative working.

And make John Ruskin proud of you!

**For more information about Betapak, go to [www.betapak.co.uk](http://www.betapak.co.uk)**

# FAUX FEST

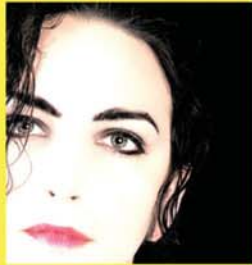
2011



## LINE UP

### SATURDAY 23rd JULY

- 3pm - Red Mick as Simply Red's Mick Hucknall
- 5pm - UltimatelyKylie as Kylie Minogue
- 7pm - Noasis as Oasis
- 9pm - Elevation - The U2 Experience



### SUNDAY 24th JULY

- 3pm - Tania as Cher
- 5pm - Andrew Browning as George Michael
- 7pm - The AdamsJovi Experience (Bryan Adams and Bon Jovi)
- 9pm - Ben a tribute to Michael Jackson



## IOW DONKEY SANCTUARY 23rd AND 24th JULY 2011

Tickets £15 per day, Early Bird Tickets £12 per day, £20 for the whole weekend  
Tickets are available online at [www.iwdonkey-sanctuary.com](http://www.iwdonkey-sanctuary.com)



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