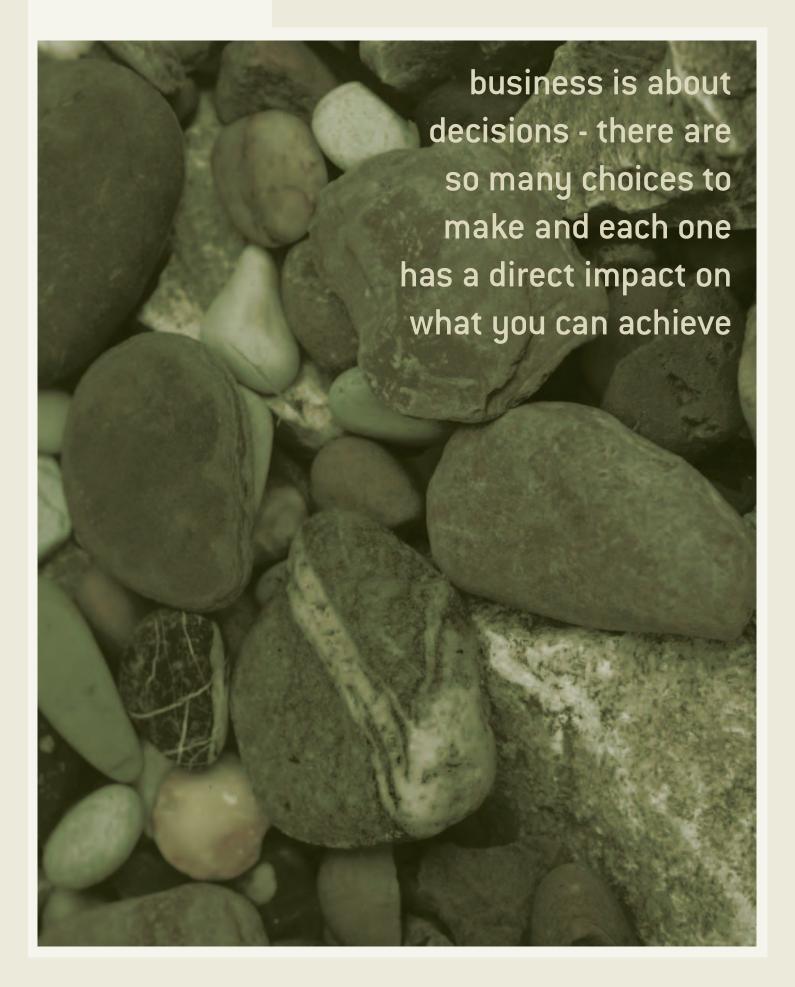


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Business Champions strive to attain ambitious goals - every day, everywhere across the region. Driving up regional performance; shaping the enterprise landscape of the future and helping to engender the cultural shift that will bring long term benefits to the region. A unique force of business volunteers committed to bringing credit to the East Midlands.

Pictured at Nottingham University's Jubilee campus -

a milestone in green architecture, this £50million development was created on brownfield land and includes Nottingham University Business School.

Alastair Eperon

Alastair Eperon is well known across much of the region from his time with Boots Group PLC where he was Director of Public Policy & External Relations from 1991 to 2003

For much of this time he was Deputy Chairman of the British Retail Consortium and a senior figure at the CBI. He was a Director of Business in the Community and Chairman of its East Midlands Leadership Team. A Freeman of the City of London, he was a motivating force in the establishment of Nottingham Ambassadors and Profile Nottingham, and an active player in many regional business/public partnerships.

Alastair's portfolio of business interests now includes consultancies in corporate reporting and reputation management operating from Leicestershire and London.

He was appointed Chairman of Business Champions in April 2004, succeeding Cedric Brown, former Chief Executive of British Gas, who held the position from 2001.

foreword

I am delighted to be introducing this first Public Report for East Midlands Business Champions. In setting out the achievements and successes secured so far, this report reflects a maturity in the initiative, and our desire for clear governance.

When I was asked last year to become chairman - or Champion of Champions - I was very proud to be able to lead this recognisably powerful force in the East Midlands. A force which remains unique nationally in the links it creates between the private and public sectors.

Business Champions began its life in the autumn of 2000. Since then, through the changing rhythms of the regional economy, it has delivered solid growth and carved a strong and successful track record.

Key to this growth has been the fostering of mutual understanding across the region between Champions and Partners, a foundation which has stimulated a wealth of enthusiasm and support. The core of our approach is based on partnership - partnership with the myriad organisations charged with developing and implementing the regional agenda in the public sector; with charitable organisations; with the educational and voluntary sectors.

I continue to be amazed at the sheer range and extent of activity by Business Champions. I hope this first public report will go some way towards highlighting the huge breadth of support they are providing, which reaches into every facet of the regional agenda.

At a modest estimate some £2million worth of time is being invested as a resource into the region by Business Champions and the value of that is evidenced by the very positive research feedback from the organisations and individuals being supported.

But the challenge continues ahead. We have secured success, and by so doing, we have raised the bar.

We are now looking at new horizons and how we can build on the business support foundations so soundly established. In the past year we have made major steps in creating a broader platform for Champions to support two areas of activity that are close to my heart. A wider ambassadorial role and enhanced links to effect knowledge transfer with the region's academic institutions are both areas where I am confident we will see significant additional impact by Champions in the coming years.

It is my absolute and guiding intent that Business Champions will continue to deliver solid performance and to do so holistically.

Finally, Business Champions is about the individuals and the contribution they each make, every day. I am pleased that this report acknowledges what Champions have achieved so far, in support of our ambitious regional agenda.

introducing Business Champions

Business
Champions is
launched by then
emda chairman
Derek Mapp in
October 2000

The independent voice of business operates at arm's length

The ambition of 500 Business Champions is secured

2000

2001

2002

The initiative is conceived as a critical driver in securing a wider commitment to the regional economic strategy and the ambition of European premiership by 2010 by engaging more businesses in the work of *emda*.

The specific goal is to recruit 500 Champions prepared to support the region's competitiveness through business growth and economic development by working with *emda* to:

- Champion the business voice at regional level
- Influence emda strategies to address the key issues facing business competitiveness

With initial groundwork in place, the initiative moves to operate at arm's length from *emda* to better reflect its semi-autonomous structure and status as the independent voice of business.

An independent chairman is appointed when Cedric Brown, former chief executive of British Gas, becomes Champion of Champions.

Project development and management is devolved to private sector contract to provide an independent, business-oriented delivery approach.

A separate brand identity reflecting the independent standing is launched - the now distinctive medallion logo.

The target is achieved by working against clearly defined quality parameters to match the vision of an elite network. A Code of Conduct and Best Practice sets out the responsibility of all sides and the scope of the role.

The role is honed and developed and Business Champions are encouraged to take on wider operational roles to support the future prosperity of the region.

By concentrating on developing partnership relationships, roles are created for Champions to act as mentors to new and growing business and to provide commercial expertise to guide the strategic direction of partner organisations.

I am delighted to commend this report to you. Small businesses are the backbone of our regional economy, and to a budding entrepreneur, what could be better than being able to call upon a group of successful business people with first-hand experience?

Our band of Business Champions, who give their support so generously, are playing a key role in helping the East Midlands achieve its vision of becoming a Top 20 Region in Europe by 2010.

Dr Bryan Jackson, OBE FRSA

Chairman, East Midlands Development Agency

Launched in October 2000 by East Midlands Development Agency (*emda*), Business Champions remains unique in the links it creates between the private and public sector.

East Midlands Business Champions brings together partners and business behind the aims of the regional economic strategy >

Four key theme areas identified

A new chairman and Champion of Champions arrives

A new enthusiasm
has been identified
amongst both
Champions and
Partners

2003

2004

2005

Four key theme areas identified for action, reflecting key aspects of Destination 2010, the regional strategy. Each is selected and developed to create the best fit between the input of Business Champions and the ambitions of the regional agenda, working to encourage enterprise and innovation; business skills amongst young people; the development of social and community enterprise; and the environmental agenda.

A £1million campaign is launched - and achieved - to secure commitment of pledged time by Champions against the four theme areas. Every Business Champion's time is translated into a regional donation at their valuation or a nominal £200 per day. By the autumn a new stretch target of £1.5million is set.

A new chairman and Champion of Champions arrives - Alastair Eperon, former director with Boots Group PLC and well-known figure in the region.

Active also in London and internationally, he stimulates a springboard development from the business support agenda by looking at ways to expand the role for Champions in promoting the region nationally and internationally.

Also, the potential for business to fuel greater levels of knowledge transfer with the region's universities.

To recognise the significance of the contribution made by Business Champions an annual awards programme is launched in April, drawing on Partner nominations.

For the future - 2005 and beyond

As we write in early 2005, pledged time by Champions is edging towards £2million.

A new enthusiasm has been identified amongst both Champions and Partners around the developing concepts of an expanded ambassadorial role and the stimulation of knowledge transfer. The foundation is well set for future activity in these areas.

Breaking new ground, Alastair Eperon leads the biggest ever trade mission from the UK flying the flag for the East Midlands on a 'maxi-mission' to Hungary, supporting the region's ambitions to maximise potential markets in new eastern Euro-zone areas.

Every Business Champion, whether helping to influence the development of the regional strategy or providing hands-on support to developing businesses, is committed to supporting Destination 2010 - the Agency's goal of securing a place for the East Midlands in the European Top 20 regions.



inspiring innovation

A powerful route for engaging the business community in the economic development of the region

"You can challenge things and make things happen"

Graham Mulholland, Managing Director, EPM Technology Ltd

A proactive source of corporate and SME opinion outside conventional sector and institutional avenues, Business Champions play a major role in helping to shape the regional economic strategy, guiding strategic direction through consultation, steering groups or by board level appointments with public bodies.

Alongside that strategic input to East Midlands Development Agency and regional partner organisations, Champions have from the early days been encouraged to take on a wider operational role to support regional prosperity. They share their knowledge and expertise to provide hands-on support - in roles that range from acting as mentors to new and growing business, young people and social enterprises; through encouraging take-up of broadband; to guiding curriculum content in higher education.

The original ambition to secure a critical mass of 500 Champions was achieved during 2002. Currently there are some 520, each of whom commits to volunteer an amount of time to support the East Midlands and its Destination 2010 ambition. A conservative estimate of the current value of that contribution is £2million.

The Business Champions initiative is now four years old. Often described as a 'dating agency' for the way that it matches business input with those needing their support, it has at its heart a true partnership approach, based on strong, lasting relationships.

Now a substantial, recognisable force, the impact of Championing activity is demonstrated in work that contributes across the entire regional agenda.

A vibrant events programme that promotes knowledge and understanding and brings together Champions with those needing their input and support. As well as stimulating action and solutions, the sessions encourage networking and build relationships.

Making the match

November 2004, 160 new matches were made after a 'speed-dating' session where Champions heard from potential 'dates' through 5 minute pitches and decided who they'd like to support.

Celebration and Farewell

At the April 2004 event Cedric Brown made his farewell after three years as Champion of Champions, handing over to Alastair Eperon.

Cedric Brown, who was formerly chief executive of British Gas, continues to give time outside his business interests to support the region, particularly with university innovation units. He's been closely aligned in recent years with the development of the Lachesis venture capital fund for commercial spin-outs from the region's universities, and chairs the fund's investment advisory committee.





Doctoring to the need

The first Championing Change Awards were made in 2004 (below some of the winners: Atul Dawda, lan McRae, Assim Ishaque, Jon Thornes, Clive Rix, Chris Miles). Also at that event, 20 round tables hosted surgery sessions with those needing business input (pictured below right). They included business start ups; university spin-out ideas; and Leicester University, looking for guidance on content for a new generic science degree to match employer requirements. Outside the surgery, other universities and colleges are receiving similar support, including guidance on a foundation degree course in cultural events management at Bishop Grosseteste College; input on rural and equine content at University College Northampton; and on IT related studies at New College Nortingham.

Destination induction

Nottingham East Midlands Airport is one of the venues that has played host to the monthly induction and networking sessions for Champions. Since in-depth one to one inductions were introduced - as pictured here with team member Fiona Hodgkinson - it's resulted in a faster engagement rate for new Champions. A buddy system also helps recruits to hit the ground running, by matching with a longer standing Champion. The sessions also build relationships, bringing together other local Champions and partner organisations. Other recent hosts have been the National Space Science Centre and Conkers.

Champions in the fast lane

Alastair Eperon and Champion Elliot Harris were speakers, together with land speed record holder Richard Noble (centre), at the launch of Rockingham's new business centre.

$\label{thm:continuous} \mbox{Honorary champion shows his stuff}$

YO! Sushi entrepreneur Simon Woodroffe inspired Champions on encouraging enterprise at a session in 2002. He later become an honorary East Midlands Business Champion when he volunteered to help develop a special status bid with Casterton Community College in Rutland, which has many pupils from disadvantaged areas.



influencing regional strategy

Creating the cultural shift by shaping future strategy

Business Champions are committed to inspiring and achieving the cultural shift that will secure the ambitions for the East Midlands region. To achieve that, many are playing a vital role by contributing to the strategy that is shaping the region's future.

Some take on board positions, others join consultation groups and steering committees. Some examples are shown here and woven throughout this report are many other ways Champions are shaping strategy, alongside their hands-on support of the region's entrepreneurs, young people and communities.

"As an organisation it gives us greater credibility having someone on our board to reflect the business perspective"

Mary Brittain, AimHigher Nottinghamshire

CHRIS IS A SKILLED DOORMAN

Champion Chris Payne, Chief Executive of LCA Ltd, is opening doors in his role of board member for AimHigher in Nottinghamshire. These county-based steering groups are responsible for meeting government targets to secure greater participation from young people in higher education.

Mary Brittain of AimHigher explains: "We needed input from someone who shared our ethos of training and lifelong learning, and could influence others to become involved. Chris has a wealth of knowledge and contacts which has already proved invaluable. His support makes our work much easier and more cost effective, by opening doors for us."

Chris has already helped to develop some key projects through the Nottinghamshire Training Network such as a survey of teachers' perceptions of apprenticeship programmes that is helping to shape future strategy.

Chris adds: "I wanted to contribute to improving Nottinghamshire's skills level."





BRINGING IT ON BOARD

Champions are influencing strategy across the spectrum - joining a deputation to champion the East Midlands to Whitehall; contributing to the major Three Cities Study of Leicester, Derby and Nottingham; and joining the consultation to develop the new regional business support structure.

Others have reviewed a business update on the regional economic strategy; and manufacturers Graham Mulholland of EPM Technology and Shane Gunstone of Asmech Systems joined an HM Treasury enterprise visit to give a regional business perspective.

Valerie Dwyer moved her championing contribution up a notch when she was appointed to the board of *emda* itself.

Roy Eady, whilst at Astra Zeneca, and Ian Wilding of Pharmaceutical Profiles Ltd brought their specialist expertise to the board of East Midlands Bio-City.

Chris Hughes, managing director of Radio Trent, RAM FM and Leicester Sound has been a board member for Culture East Midlands, which he says has allowed him to play a unique contribution to the development of the region's cultural agenda.

Working with not for profit organisations, John Owens, Skills Applied and Ofer Dekel, Derbyshire Business School are shaping future plans for CU-ICT bringing IT training and support to a community in Nottingham.

Other boards receiving Champion contributions range from NHS Care trusts through Business in Prisons to Young Enterprise and the Prince's Trust.

(top) Business Champion Sanjay Gogia has become a Board Member of One City Partnership Nottingham - the Local Strategic Partnership for the City of Nottingham, pictured here with Phil Lovett who is on the executive team.

Champions Janette Pallas and John Owens (right) tried out the latest equipment when the region's first Centre for Technology Excellence in North Notts hosted the Champions' ICT forum. Another recent session of the group was hosted by ntl in Nottingham. "I believe industry is critically important to the national and regional economy and being a Business Champion is a way of giving a little back to the manufacturing sector, in the hope that it will encourage others and help them thrive and prosper" Phil Derges, Director, Rolls Royce

SETTING THE SKILLS AGENDA

Business Champions are helping to set regional priorities through a Skills Strategy forum to share and consolidate employer input on skills.

The forum was the first stop for the Learning & Skills Council when it looked for feedback and reference groups under key sector developments. It's helped guide the shape of the planned Corporate College for the region, and contributed to the strategy for higher education.

And the forum has been making a significant contribution to the employer consultation process for the Regional Employment Skills and Productivity Partnership (ESP). As well as

making sure the employer consultation paper was jargon-free for its employer audience, the 30+ business people involved in the Skills Forum have taken part in the employer consultation process.

Some joined a discussion session where the regional Learning & Skills Council presented the priorities. Hosted by John Crosby of Engineering Skillsource at Grantham College, who is currently leading the forum, other Champions taking part included Miles Adcock, BAE Systems; Pamela Pindar, Key Personnel; Malcolm Yates, Focus Management for Business Ltd; John Gibbs-Newton, New Plan and Clive Rix, Independent Analytical Advice Ltd.

IT'S TECHIE HEAVEN

More than 30 Champions take part in the ICT forum, established as a route to give the business perspective and act as a sounding board for the region's information technology strategy.

Many of the forum have also been hands-on in their support of the recent eMIDLANDS Broadband for All. Robin Haynes, who managed the campaign, says: "They're a very, very active bunch - they've been writing up case examples as to how they've adopted broadband, joining events to speak about why broadband is good for your business. They are our local mouthpiece, our local influencers."



stimulating enterprise

Supporting new and growing businesses by sharing our knowledge to help them build a strong foundation and play their part in growing a vibrant economy

Business Champions have an important part to play in the delivery of the region's strategic priorities to encourage business growth.

They are helping to encourage the entrepreneurial culture that will see more business start-ups in the region by mentoring and guiding new businesses, including those at the developing business incubator units in universities across the region. They work with partners such as the East Midlands Incubator Network; Prime for the over 45s, the Prince's Trust for disadvantaged youth, Connect Midlands for innovative investment projects,

and Nottingham Business Venture, Kettering Business Venture Trust and Leicester Centre for Enterprise for local start up businesses.

At a strategic level, they are taking part in the business-led Sub-Regional Strategic Partnerships (SSPs) that are ensuring regional priorities are delivered in ways that make sense at local level. They're helping to shape the structure of regional business support through Business Services East Midlands and they are providing the commercial perspective to public and voluntary organisations involved in business support across the region through boards, committees and consultation groups.

"If the region's more successful then hopefully my business will be too"

Miles Adcock, IPT Leader, BAE Systems, Land Systems

SUCCESS THROUGH MENTORING

Mentoring is a key role for many Business Champions - volunteering their time to encourage the region's future entrepreneurs. A good example is young businesswoman Nicola Davison of Click 2 Touch who is developing software that allows the feel of fabric to be experienced through the computer screen for online retail shoppers.

"It's rewarding to see that your time is well used and people are grateful for it"

Graham Beastall, Soutron

Nicola's mentoring relationship with Business Champion Graham Beastall from Derby software company Soutron has proved vital. "Just talking with somebody else helps me see new ways of reaching markets," says Nicola, whose company is based within The Hive, Nottingham Trent University's incubator unit. Meanwhile, Graham has thrived in his mentoring role: "Personally, it's great for me to be involved - but it's also rewarding to see that your time is well used and people are grateful for it."

Elsewhere across the region, Champions have been supporting a range of new and growing businesses.

Into the Groove

New businesses don't get much funkier than Carwash Clubs (www.carwash.co.uk), an event management company running nightclub parties. Based within the University of Nottingham's incubator units, it is run by

Mark Delamere, a postgraduate student who has established regular events but aims to own his own venue.

Business Champions Martin Freeman, Deloitte and Touche and Sue Dewey, Dorket Associates are helping Mark to build a strong brand and diversify into merchandising. Carwash has recently launched on nationwide DAB radio and has won numerous clubbing awards.

Creative Ambition

After creating artwork for local fashion guru Paul Smith, young graphic designer Michael Leeson decided he wanted to utilise his design skills to start his own business. However, he needed guidance from a mentor within the creative industries to take that first step.

Marketeer David Hill, director of DH Consultancy, has proved the perfect mentor. Keeping in touch on a weekly basis, David has helped Michael complete a business plan for his fledgling company, Art Room 25 (www.artroom25.co.uk) offering digital fine art alongside advertising and promotional design services.

SISTERS DOING IT FOR THEMSELVES

Rosie and Nancy McArtney have a dream: to open their own café-bar. Based in Wilford, Nottinghamshire, McArtney Catering has been running for a year – providing catering services, from weddings to children's parties, using many of their own recipes. But the sisters needed a step up the catering ladder and were referred to Business Champions by Enterprise in Food.

Two young Champions were there to help - Sandra Harrison of Revival Productions and Nick McCaffery of Mediawave Production Limited.

"Yvonne Ellison, who has supported us from the beginning, introduced us to Business Champions," explains Rosie. "We particularly needed guidance on marketing with a small budget."

"We received lots of advice and practical tips," she continues. "Nick McCaffery was a sounding board and Peter Bennie of Prime also helped with marketing after we met him at a Business Champions 'surgery' event."

Sandra Harrison has proved invaluable to the sisters' ambitions. "When we first discussed their vision for opening a café-bar, we broke it down into obtainable goals which seemed to really motivate them," explains Sandra. "We've stayed in touch by email; sometimes they have queries or doubt their own decisions and ask for my views. As the company grows and prospers, they inspire me - and hopefully I do the same for them."

According to the sisters, the main benefit gained from Business Champions is meeting mentors genuinely interested in their business success. "We always feel comfortable approaching Business Champions. They're a very influential force and our company has gained respect and recognition. Overall, it's a healthy relationship."

The ultimate goal for the McArtney sisters remains the café-bar. "It was the first thing we discussed with Sandra Harrison - and is our aim for 2006," smiles Rosie. "It seems really achievable now."

Business Champions guide start-ups in the creative incubator units at Lincoln University, including a session when they reviewed business plans.

 ${\it Champion\, Sandra\, Harrison} \, ({\it centre}) \, {\it with\, Nancy} \, {\it and\, Rosie\, McArtney}.$



CHAMPION GROUND FORCE CREW

Over 40 Business Champions took to the ground during the New Business New Life show at Donington Park Exhibition Centre - a regional event to help start-up businesses become reality.

The unique ground-force crew were on hand to share their own experiences about running a company and help budding businesses build upon their own ideas, an event they've supported for three consecutive years now.

Throughout a successful weekend, Champions from a wide range of companies showed their support - including Sanjay Gogia of Rothera Dowson, who says: "It's really satisfying to help young people - there's such enthusiasm during their early 20s when they want to do something with their life. I can help contribute to that."

Ronald Williams, R C Williams Associates was equally enthusiastic and in demand. "I dealt with about 60 businesses and hope I inspired them," he revealed.

lan Jenkins of Resolve BMS Ltd was delighted to offer support. "It's a real privilege," he admits. "I did a dozen one-to-one's and umpteen sign-posting sessions - there was a real cross-section of people but all had self determination!"

WORKING IT OUT

When Linda Jones spotted a niche in the fitness market, her vision was a women-only gym aimed at women who are older, overweight or suffering health problems.

The Healthy Living Gym in Chesterfield is the innovative result. "These women can feel intimidated by ordinary gyms," she claims. But after three years, Linda thought things were getting stale and turned to Business Champion Kay Adkins of KAM Ltd for inspiration.

"Linda wanted to move forward with an already successful business," says Kay. "It was useful that I come from a sports background, plus I'm used to setting and achieving targets. In the short term, the gym's service has certainly improved."

TOP LEVEL INPUT SHAPES STRATEGY

Business Champions have been giving top level input to the Sub Regional Strategic Partnerships (SSPs) which bring together business, public sector, voluntary and community groups to shape and deliver the regional economic strategy at local level.

James Briggs of Harboro Rubber Company is Chairman of Welland SSP: "In 2004 we saw the creation of over 500 new jobs, 160 new businesses and we increased the uptake of ICT in over 280 companies. It's very worthwhile."

Also on Welland board since its inception has been Jack Ward, Regional Director of the National Farmers Union in Rutland. He said: "It's added a new dimension to my work, contributing to the well-being of the wider community."

Supporting the North Nottinghamshire and North Derbyshire Alliance SSP is Frank Lord of LCA Ltd and Iain Burns of CS2 Lawyers. Andrew Street, Chief Executive of the Alliance SSP describes Frank as: "A major contributor and definitely someone who adds considerable value. Knowledgeable in both the business and skills arenas, he is a forthright contributor to debate."

He added: "lain Burns is a recent addition to the Enterprise and Innovation Issue Group, but he is already making an impact and is a major private sector asset to this group."

Many Champions have joined task groups on the SSPs across the region, giving the local business perspective to guide the development of strategy. In Lincolnshire, Bryan Carr, SSP chairman and *emda* board member has also provided regular briefings at events for Champions in the county.

Many Champions have given their support over the past four years to the Business Volunteer Mentoring Scheme that's run across the region by Nottinghamshire Business Venture, Kettering Business Venture Trust and Leicester Centre for Enterprise. Designed to encourage and give confidence to aspiring entrepreneurs, mentors take part in a mentor training programme.

And with Nottingham Business Venture (NBV), Champion Rosie Featherstone is one of those who has given support. She has been mentor to two young entrepreneurs who 'graduated' from NBV, and highly recommends getting involved. "You'll be amazed how much you'll enjoy sharing your experiences," she enthuses.

With Leicester Centre for Enterprise, Champions also provided a special mentor bank to support a ground-breaking initiative to include mentoring within support to companies going through the Small Firm Development account programme.

John Ventham, who ran the programme, has nothing but praise for Business Champions. According to him, they are well respected as effective mentors. "People starting a new business want mentors with experience of running their own business who have walked the same path."

"As a business champion, my biggest passion is seeing people learn, develop and grow"

Richard Naish, QI Concepts Ltd

Among the mentors involved are Richard Naish, QI Concepts and Dorothy Wilson of Career Consult. "As a mentor, I listen and help entrepreneurs to express their own ideas - I become a sounding board," explains Richard.

"It's about giving something back and taking you into a different environment so you're challenging your own skills," confirms Dorothy Wilson.



At New Business New Life 2004: Manjit Rana, Sarah Davis, Brian Tetley, Sanjay Gogia, Maggie Winfield, Derek Ward, Sylvia Tidy-Harris and Harry Skidmore. At New Business New Life 2005: emda Chairman Bryan Jackson and emda Chief Executive Jeff Moore visited the Champions stand, pictured here with team member Kirsty Watts.

Bryan Carr (left) as chairman of the SSP in Lincolnshire has hosted a number of update sessions on the county's developing agenda for Champions. pictured with Andrew Price, Jennifer Bennett and Jacqueline Smith.

Champion **Kay Adkins** has been helping gym owner **Linda Jones** set new targets.

stimulating enterprise

Supporting new and growing businesses by sharing our knowledge to help them build a strong foundation and play their part in growing a vibrant economy.

OVER 45 (But they've still got it...)

Business Champions are helping Prime the only national organisation dedicated to supporting people over 45 set up in business by helping deliver road-shows across the East Midlands.

Champions involved in the roadshows, designed to promote entrepreneurship within rural communities, include Paul Bromby, Project Development Consultants Ltd, David Hill, DH Consultancy; Paul Monk, 1st Executive Solutions Ltd and John Rodgers of Impaq Ltd.

"Our clients relate to Business Champions of similar ages which increases their confidence," believes PRIME Regional Development Manager, Peter Bennie. "We're indebted to them for their support over the last two years - without which we wouldn't have achieved as much."

Champions have also supported the Prime stand for the past two years at the region's major New Business New Life show. Pamela Pindar of Key Personnel; Edwina Goodwin, Goodwin & Chapman and Jacqueline Smith, Springfield House Business & Conference Centre were all on hand at the 2005 show, Pam says "I felt that we were doing something worthwhile and useful for the participants."

A CHAMPION LINK

Matthew Murphy of Ilett & Clark Solicitors is one of the growing band of Champions who have taken on non executive roles to help guide the development of public sector organisations.

As a Non-Executive Director with Business Link Nottinghamshire, it enables him to "put something back into the community". Matthew runs a small business himself, so understands the issues of running businesses on a day-to-day basis.

Matthew's task, alongside other board members, is to shape strategy - ensuring that small businesses in Nottinghamshire are provided with a single point of access to business support and that those services meet the needs of the local community.

CREATING CONNECTIONS

Champions are helping identify the hottest investment opportunities in the Midlands, working with Connect Midlands, a portal for investors and entrepreneurs which matches emerging technology businesses with the resources needed to succeed.

Steve Upcraft, UNIEILab has been involved for the last two years, assessing candidates for the annual Venture Capital Conference. "I've engaged with businesses outside my sphere of expertise," he explains. "It's broadened my horizons, challenged me and added to my personal development."

Other Champions have provided invaluable expertise in mentoring applicant companies in the run-up to the last three Investment Conferences, including David Martin, DK Consultants Ltd; Manjit Rana, Sales Directors and Brian Tetley, Briantea Ltd.

Said Isabell Majewsky, Director of Connect Midlands: "Business Champions are a fantastic network. They help us in selecting, appraising and identifying the hottest investment opportunities in the Midlands - that's where their contribution is most valuable to us."

THE FEMALE FACTOR

New female Business Champion recruits rose to 42% in the latest period reviewed - evidence of the ever-increasing interest from the region's businesswomen.

As one of the initiative's most active entrepreneurs, Rachel Hargrave of Phoenix Partners Ltd is constantly putting her business acumen to good use - answering 30 requests for help in the last two years, ranging from input on employer skills and training, through environmental issues to support for universities.

Rachel was one of eight female Champions that helped university student Stacey Summerton complete her final-year dissertation about women entrepreneurs.

"I couldn't have carried out this research without Business Champions," admits Stacey who is now studying for a Masters degree.

ON THE SIDE OF THE ANGELS

As a Director for the Yorkshire, Humber and East Midlands Regional Industrial Development Board (RIDB), David Garside of Garside Consultancy jokes that his voluntary contribution puts him "on the side of the angels".

His role involves evaluating government criteria and providing informed commercial advice on regional aid, reviewing new investments over £500,000. He recently presented a paper on Rolls Royce and finds his voluntary efforts "extremely interesting and rewarding".

RAISING PROFILES

As Area Board member with the Prince's Trust, Brian Dolby of GBCS Public Relations Ltd has been using his journalistic background and PR expertise to raise the profile of the charity in Nottinghamshire - even winning coverage in The Financial Times. Brian is delighted to use his life experience to help young people. "I find it rewarding and wish I had time to do more."

Meanwhile, Peter Bateson, Andrew & Co Solicitors is mentoring a Nottingham record company set up with funding from The Prince's Trust. As an accountant, Peter has offered financial management advice that the company has found invaluable. "It's great to make such a difference, using skills I often take for granted," he said.

BOOSTING TECHNOLOGY SKILLS

According to Ted Cassidy, Head of Regional Partnerships at De Montfort University, the appointment of two leading businesswomen to the New Technologies Institute (NTI) board has boosted their mission to increase the use of advanced technology and associated skills.

"Sheila Brucciani, Pal International has given her extensive business experience and knowledge of education gained as Director of Leicester College," reports Ted. "And Dawn Lockett, Managing Director of Katapult, provides insights into the needs of creative small businesses, an NTI priority sector."



Business Champions recognise that it's a cultural shift that's needed to secure more entrepreneurs in the future. They play an important part in that by encouraging and informing young people in schools, colleges and universities.

With the region's universities they're also working to stimulate graduate retention by encouraging undergraduates to look at the opportunities within small businesses in the region. And with careers departments they are making a major contribution to employability training.

They are also helping to shape the interface between regional business and young people through advisory roles and board positions with partners such as Education Business Partnerships and Young Enterprise.

For organisations like this, they are adding value and increasing volunteer support through a Business Bank of Champions who are prepared to go into schools and speak on the world of work and support enterprise activity.

From a strategic perspective, they contribute to the region's skills strategy to help ensure that the skills of young people are developed to meet the needs of business. They also use their sector knowledge to help direct curriculum content at colleges and universities to better match the requirements of employers.



Encouraging young people to understand more about enterprise; how they can play a role within business in the region; and how they can aspire to run their own company



(above) Phil Crowshaw and Stuart Hartley at Campus Enterprise Opportunties, De Montfort University.

Students and Champions tried each other's hats for size at an event specially developed by Champions for the University of Lincoln.

Champions brought their stands to the Derby University careers fair, including Bowmer & Kirkland.

CHAMPIONS DOUBLE UP AT DE MONTFORT

Stuart Hartley at De Montfort University says the input of Champions has helped his unit to more than double its reach.

He runs Campus Enterprise Opportunities, which encourages students, staff and graduates of DMU to start their own business and get an interest in enterprise. It offers programmes that range from Tuesdays on the Terrace, taking enterprise out of the classroom and into the pub; through to helping out with academic modules, workshops and presentations.

Says Stuart: "Business Champions are the largest providers of business mentors, advisors and volunteers that we use on the project -

this has enabled us to double, maybe even triple the work with the students within the university."

Alongside fellow Champions Rachel Hargrave and Atul Dawda, Phil Crowshaw of Digital Media Active is, according to Stuart: "One of the most welcomed entrepreneurs."

"They have had a huge impact on the community of De Montfort"

Stuart Hartley, De Monfort University

SELLING TIPS FOR STUDENTS

At the University of Lincoln, Business Champions specially developed an event to encourage undergraduates to consider the region's small business sector as a significant employment option.

Champions from across Lincolnshire - including Lindum Construction, Cool Milk at Schools, Flexadux Plastics and Key Personnel - took part. As well as one-to-one discussions, workshops ran throughout the day.

Tony Hillary of Hillarys Properties, who formerly established and developed Hillarys Blinds, passed on some of his entrepreneurial tips when he led one of the workshops. He commented: "You can have the best product or service in the world but if you cannot sell it, you have nothing. I wanted to get that message across to the students."

A HEI PING HAND IN HIGHER EDUCATION

Business Champions are working with universities across the region to help students prepare for the world of work and be more entrepreneurial.

John Lyle at De Montfort's Vacation

"I'm thrilled by the way that they have contributed to the employability agenda here at Derby"

Christine Dare, University of Derby

Mahmood Reza guides a student at



John Copping runs a problem solving workshop for students at Derby.

At the University of Derby, John Copping of ACVO-Services has made a major impact in inspiring and guiding young people to fulfil their individual potential.

"Many of us have been round the block, so there are very few problems that come up that we haven't met before," explains John. "I gain a lot from working with universities because I like helping young people."

Christine Dare, the Univesity's Employability Development Co-ordinator, believes Champions bring an invaluable perspective. "They bring workplace skills like communication, problem solving and effective leadership, and help on effective job applications and mock interviews."

"We have benefited enormously from their involvement," continues Christine, who also believes that Champions can make a major impact by helping to enthuse graduates about the business opportunities in the region.

John Copping adds: "By bringing the Champions to meet the universities, the students are more motivated to find jobs here. There's also a greater receptivity from local employers."

Over at Walker's Stadium, Leicester University and De Montfort University joined forces for a graduate fair which attracted 3,600 students and a band of Champions to help on CVs

The Champions included Alan Boyden, BC-S Group; Vijay Rijait, i Qubed Ltd; Brian Tetley, Briantea Limited; Brian Dolby, GBCS Public Relations Ltd; Ian Goodwin, Rothera Goodwin Chartered Architects; William Barron, Creating Insight and Lesley Ann Marston, InBiz Ltd.

Vijay revealed: "I felt I was able to contribute an employer's perspective to the students. It was interesting to see the range of skills and talents available to potential employers impressive in my view."

Leicester University also ran Diversity Week careers advice for mature, international and ethnic minority students, or those with a disability. Jeremy Waterfield, Bix Public Relations; Nick McCaffery, Mediawave Production Ltd, and David Sly-Jex ran workshops - telling students what it's like to work for a smaller organisation in the new media/communications sector. Mahmood Reza of Pro Active Accounting & Pro Active Management Ltd advised on starting a

business and planning a career path in a smaller business.

Vacation Vocation 04 at De Montfort University saw Sheila Brucciani, Pal International Ltd; Edwina Goodwin, Goodwin & Chapman; John Lyle, Purple Circle Design Ltd; Varsha Patel, Business 2 Business (UK) Ltd and Keith Small, Melton Community Partnership talking to students about starting their own business.

Says Varsha. "It was so rewarding to watch young people preparing to come out into the world of work and their enthusiasm and determination were really surprising."

Also at De Montfort, Ian Goodwin of Rothera Goodwin Chartered Architects took part in a 'Start Your Own Business Day' around the architectural, design and creative sectors.

And at Loughborough University's careers fair, Business Champions Paul Bromby, Project Development Consultants Ltd and Philip Crowshaw, Digital Media Active met some of the 1600 students attending, advising the students on their next steps after graduation, the best ways to impress potential employers and some entrepreneurial tips.



(top) David Murphy, receiving his Championing Change award 2004 during a session hosted by Rockingham Speedway. (bottom) Tony Hillary, Keith Small and Alan Boyden with their 2004 awards - all were nominated for their work in supporting young people.

Hilary Bennett of Lincolnshire & Rutland Education Business Partnership with board member Lee Patterson.

MAKING THE DIFFERENCE FOR YOUNG ENTERPRISE

Business Champions are making a real difference to the innovative work of Young Enterprise in the East Midlands.

The Young Enterprise programme offers young people from primary school upwards the opportunity to run a real company and to learn about aspects of business from first-hand experiences of volunteers.

"Business Champions are really making a difference to our organisation with the enthusiasm and inspiration they bring to our young people," confirms Ken Stewart, Chief Executive Officer of Young Enterprise East Midlands. "They obviously have a wealth of business knowledge and experience which really complements what we're trying to do."

One of those Business Champions, Tony Hillary, Hillary's Properties spent over a year of his Championing time in the role of Regional Chair of Young Enterprise, making a major contribution and guiding them from a branch of a parent company to a regional company.

Champions Bev Bamber, YHA (England & Wales) and Terry Richardson, CNA International Ltd have both played their part too, helping to shape the strategic direction for Young Enterprise. Terry by joining the East Midlands Board and setting up a sub-committee, whilst Bev is active in the Derbyshire area.

Another Champion, Rafez Noorullah, Gazelle Informatics Ltd enjoys the altruism of sharing his own experiences as an entrepreneur in the IT Industry with young entrepreneurs, guiding the growth of their businesses: "It's very rewarding to see their companies grow as a result of my help."

David Murphy of Go MAD Research & Development Group has worked as a Volunteer Business Adviser for Young Enterprise over a number of years.

"David is very approachable and always keen to share his knowledge," says Maria Gamble of Leicester EBP. "He provides a wealth of experience to new Young Enterprise companies starting up each year." It's a contribution that won David a Championing Change award.

One of the youngest Champions and entrepreneurs, Adam Harris of PROvision IT Ltd/Bear IT has been guiding pupils as they set up their own businesses at Friesland School in Sandiacre, Nottinghamshire and attends their weekly company development meetings.

"The work that Young Enterprise does has an unbelievable impact on the students, providing them with a huge insight into what it's like to run their own business," reports Adam.

FORGING THE LINKS

Lee Patterson of Redhill Group, Lincolnshire has been helping forge stronger links between the world of business and education by joining the board of Lincolnshire & Rutland Education Business Partnership (EBP).

"As well as self development in terms of building teamwork and leadership skills, I am giving something back to the community and, in particular, young people," says Lee. "I think that's particularly important."

Lee attends five meetings a year in his role on the board and a further five as Chairman of the Commercial Sub Committee of the EBP.

Alongside Lee, the Board of Directors comprises other senior executives from local business, education and partner organisations; all working towards the ambitious agenda of introducing entrepreneurial skills to school children, helping them to succeed beyond education.

Said Hilary Bennett, Education Business Advisor for the EBP: "Having the input of somebody like Lee on our board is going to make all the difference as the funding for our work is changing and it is vitally important that we are more commercial as an organisation."

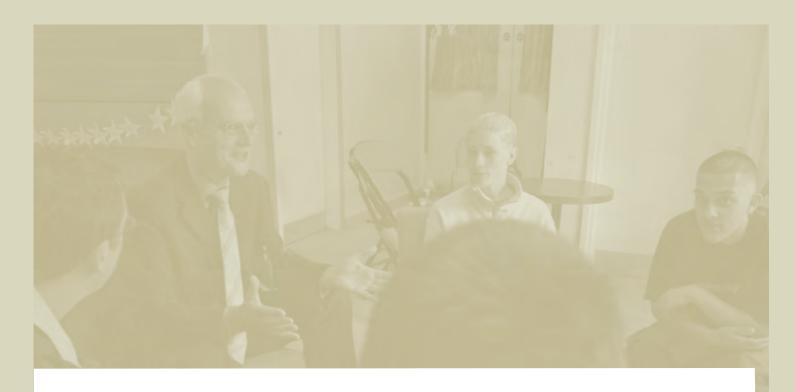
SHARING BUSINESS SKILLS

Business Champion Jill Wells of The Strategic Business Partnership is playing a vital role in the successful development of the Further Education sector, as a governor at Leicester College. She says: "Business Champions have a lot to offer FE - it's important that the business community contributes and help colleges such as Leicester develop students equipped with the business skills they need."

Meanwhile, Business Champion Clive Rix of Independent Analytical Advice Ltd has joined the governing board of The People's College in Nottingham helping to guide its strategic direction. After working with the college for over a year, Clive is now Vice Chairman of the board as well as Chairman of Finance and Resources.

He is closely involved in the College's contribution to the current of FE strategy within Greater Nottingham. It's an area in which Clive has a particular interest.

And Champion Rob Edlin, Niddocks Limited has provided valuable input to computing lecturer Glynn Jones at New College Nottingham (NCN) by helping to prepare his students for the world of work. Rob has guided Glynn in his preparation of the BA in IT syllabus so it matches what employers want.



encouraging young people

Encouraging young people to understand more about enterprise; how they can play a role within business in the region; and how they can aspire to run their own company.

TERRY'S CONNEXIONS

For over a year, Business Champion Terry Mitchell, Link to Market Projects has been an independent board member for Northamptonshire's Connexions - a government-funded project helping 13-19 year olds get the best possible start in life through the provision of information, advice and support services.

Providing the all-important employer perspective, his role involves preparing articles for employers and attending quarterly board meetings – delivering business input to the strategic development of the initiative.

Terry believes that he gains a "different perspective" from this work and enjoys the lack of commercial constraints in working with young people. "It's a nice change from the boardroom," he reveals.

ONE STOP SHOP MAKES MATCHES

The School Governors One Stop Shop, which aims to recruit business people with transferable skills to add value in schools, has succeeded in making the match between Champions and schools across the East Midlands.

One of the most recent matches is Tony Colton of APC Associates to Newark School. Tony believes that his personal contribution makes a real impact: "My business experience adds value to strategic planning, finance, operational targets and curriculum development. I'm able to make an impact on quality assurance procedures, financial planning and leadership."

Elsewhere, Gail Morley of Creative Partners has been a Governor for over a year at Castle View School in Matlock. "I get involved with my local community so it's very worthwhile and enjoyable," she enthuses.

WINNING FOR THEMSELVES

Business Champion Steve Goodman of ChangeWorld has been using his business coaching techniques to help local teenagers plan their life and work ambitions.

Developing and delivering a programme called Winning for Myself to help "turned off 13-15 year old pupils find the motivation to reconnect to education and learning", Steve has worked with a group of 20 young people at Fullhurst Community College, in Leicester.

Steve is utilising business motivation techniques to help the students consider what they want out of life after education.

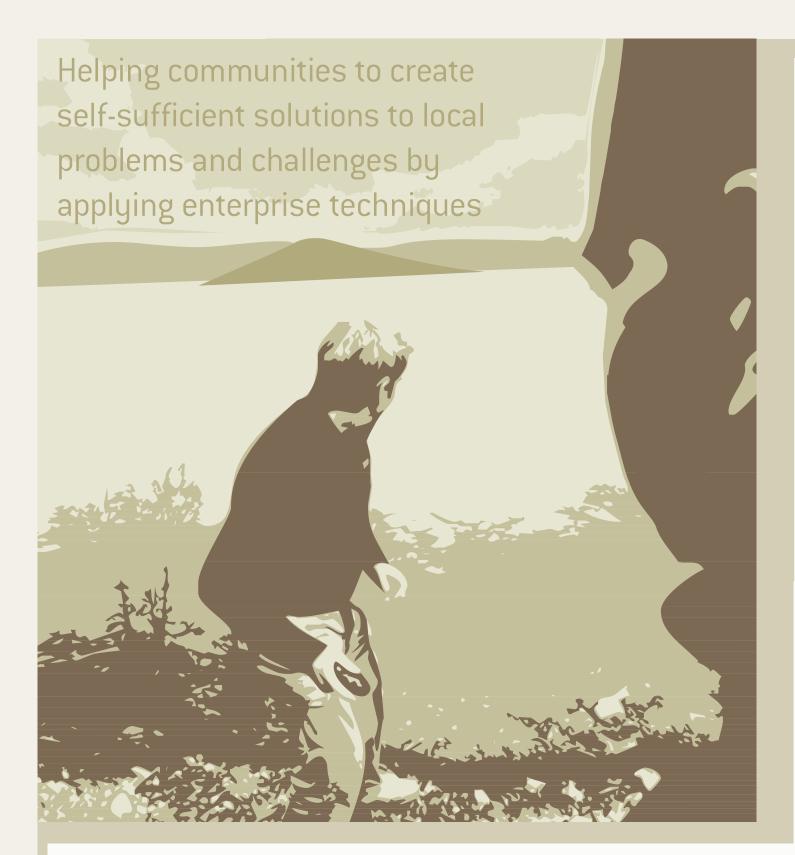
"We hope to make the East Midlands more entrepreneurial"

Clive Rix, Independent Analytical Advice Ltd



Business Champion Jennifer Bennett of Hillcrest Hotel in Lincoln helped out when students at LSST in Lincoln were developing a school conference on travel and tourism.





shaping community schemes

Business Champions are encouraging their local communities to improve their economic well-being.

By acting as mentors they are helping to germinate the roots of social enterprise by showing how to apply commercial principles to community-based ventures. They are working with partners like Social Enterprise East Midlands and the Credit Union Network for the East Midlands.

They are also showing their community colours and engendering greater corporate social responsibility in the business world by supporting initiatives in disadvantaged areas,

working with partners like Business in the Community. They're adding value to non-commercial organisations in the arts and creative industry sector through Arts & Business East Midlands, through to encouraging business to look at integration of asylum seekers with the organisation NIACE.

MAKING AWARD-WINNING CONNECTIONS

The input of three Business Champions - David Ashcroft, Richard Cox and Elaine Ellison - has provided essential support to an innovative social enterprise. South Witham Broadband is an award-winning not-for-profit voluntary organisation that's using wireless technology to bring broadband Internet access to rural South Lincolnshire and Rutland.

"South Witham Broadband is really interesting as a community-based project that applies new technology," says David of Carbon Retail Consultants, who has helped the project with their advertising and marketing campaigns. "Working with a smaller organisation like South Witham, it's interesting to see how a small group of people can decide to do something and be motivated to go out and do it for themselves."

"A Business Champion can contribute some of the big company thinking that we probably take for granted," continues David who formerly worked with Boots.

South Witham Broadband relies on local activists like Helen Anderson. "We run a wireless network based on mesh technology which encompasses five villages with the possibility of expanding further," she explains.

According to Richard Cox of Presence PR, the project puts this rural community at the

leading edge. "Communications are possibly the most vital element of human interaction and this project harnesses the power of technology to offer a no-frills, low cost, and reliable service."

Elaine Ellison of Malcolm Ellison FCA, who has guided South Witham Broadband on the accounting issues involved in limited company status, admires the hard work of the local community: "They've set up against commercial advice which said it couldn't be done. They're a credit to their community."

Helen was referred to Business Champions through Lincolnshire Co-operative Development Agency, and it's provided the project with invaluable input she says: "Richard and David gave us various ideas on how to market the service quickly and effectively. Richard was especially helpful with some PR contacts and through him we got reviews in trade magazines, David helped us

"We keep in contact with the Champions and know if we need any help they're only an email away"

Helen Anderson, South Witham Broadband

make our leaflets stand out and Elaine gave me reassurance on how I was running the limited company."

The achievements of this project were recently recognised at the 2004 eWell-Being Awards where South Witham Broadband was the winner in its category. These prestigious national awards are the UK's first and only awards to focus on ICT projects which deliver tangible environmental and social benefits.

The judges commented that "South Witham Broadband highlights the power of community action and its ability to achieve the improbable. It has brought the latest ICT within reach of a rural community and therefore strengthened their access to services and opportunities."



Douglas Betts of LACBA and Esther Munangi of Foriz Ltd joined a blooming good session in Leicester to boost local links. It also brought Champions together with the Naari Lets organisation - see next page for story.

David Ashcroft and Helen Anderson discuss marketing tactics for award-winning social enterprise South Witham Broadhand

MENTORS GRAPPLE ALTERNATIVE **BOTTOM LINES**

Champions have been getting to grips with double, triple and even quadruple bottom line theory with the growing number of social enterprises in the region. The social enterprises are creating entrepreneurial solutions to local issues, making jobs and reinvesting back into their communities. And many need commercial input to help them secure the commercial bottom line that feeds their other non-financial aspirations to profit the community.

At Gainsborough Adventure Playground, which has been providing free childcare for 31 years, Champion John Jenkinson of Normanby Industries has been helping out. The organisation had been facing a funding shortfall and needed crucial advice on a new business plan and sourcing potential funding. "They do excellent work with children in Gainsborough," says John. "I'm delighted that they've now secured an additional funding year from Lincolnshire's LEA."

Reg Adair of R&A International Trading Ltd has played a vital role with Bulwell Credit Union. In a scheme promoting prudent saving and borrowing that's accessible to everyone in the community, the organisation aims to make a significant contribution towards alleviating poverty locally. Reg has provided valuable business advice helping to guide the strategic development of the credit union.

"We've benefited tremendously from Reg's input. With his lifetime of achievement at a senior business level, we were delighted to tap into that reservoir of knowledge," enthuses Seamus Grant of Bulwell Credit Union. "Our staff and volunteers now have better working practices, business planning techniques and development initiatives."

And at Mencap Pathways, a Nottinghambased charity enabling adults with learning disabilities to gain work, it's the marketing expertise of Business Champion Francine Pickering of Clarity Marketing that's been put to good use, helping Mencap to promote their service to potential employers. "It's been very rewarding putting them in touch with various networking groups - and seeing how positively those people have responded," says Francine.

Evan Rees of Social Enterprise East Midlands believes business has a vital role to play in helping social enterprise to grow. He explains: "The networks that Business Champions have, the skill and experience that they can bring, is going to be invaluable in helping embed social enterprise in the overall business community.

CHAMPIONS MAKE THEIR **COMMUNITY MARK**

By playing an active role in supporting her local community, Pam Pindar of Key Personnel has ensured that her company will be the first in Nottingham to acquire 'The Community Mark' - an accreditation from Business in the Community.

"Nineteen members of my staff are volunteers for various projects such as 'Right to Read' with a junior school in Mansfield and 'Adopt a School Project' where we offer careers advice, industry days and work shops to students at Clifton Community College," she explains.

Pam and her team are also involved in eVolve, an email mentoring scheme, with Year 6 pupils at Bowbridge School in Newark - encouraging them in both their school and home lives

Alongside fellow Champions, Jon Thornes, Cool Milk at Schools and Jeremy Waterfield, Bix PR, Pam presented to other Business Champions at an event hosted by Bowbridge School, to help spread the message about the important role business can play in supporting its local community.

Jon Thornes who leads a focus group of Champions looking at how to support social and community activity, adds: "Our aim with this event was to encourage more Champions to get involved in their local community, and it's another example of the important investment that Champions can make in the future success of the region.

As well as hearing from Pam and headteacher David Dixon, the Business Champions taking part also took a "health-check" on their company to see how well it was working with the local community and what more they could do

Joining the Champions were Nottinghamshire Education Business Partnership, who put Key Personnel in touch with the school: and Business in the Community.

PARTNERING THE LEADERS

Champions have been adding their weight to Business in the Community's (BiTC) Partners in Leadership Scheme, which matches private sector business people with community enterprise leaders to develop management skills, particularly headteachers.

Business Champion Gail Morley of Creative Partners was paired with a Derbyshire head teacher and believes the experience provided a beneficial exchange of knowledge. "We got a lot out of it," she reports. "We still stay in touch - it's been really valuable.

Another Champion Paddy Crabtree of Print Media & Graphics Network Ltd, partnered head teacher Anne Grief. "I needed to know how schools work and Anne wanted to know more about management issues so we formed a good working relationship," he says.

It's a relationship that won Paddy a Championing Change Award in 2004. Nominated by Helen Moore of BiTC as a "good egg!" Helen singled out his work, which included following Anne through a move of schools.



Reg Adair receives his Championing Change Licking the region into shape Award 2004 from chairman Alastair Eperon, recognising his contribution to the development of Credit Unions. He was nominated by Caroline Hotchin of Credit



Championing Change Award 2004 award winners Pam Pindar, David Rhodes and Paddy Crabtree (left). Paddy won his for work with Partners In Leadership.



Steve Thrower has joined the board of Derby Playhouse through Arts & Business East Midlands

CHAMPIONING THE ARTS

The support of Business Champion Steve Thrower of Land and New Homes Countrywide has proved invaluable to Arts & Business East Midlands, an organisation that helps local businesses engage with the arts and increases resources for the arts from business.

"Steve has been a strong supporter: championing our cause, encouraging many of his contacts to support us, and recently joining the board of Derby Playhouse," explains Susan Hallsworth from Arts & Business East Midlands, who nominated Steve for a Championing Change Award 2004 for his work.

"I'm a great believer in the value that arts bring to a local community," says Steve. "I'm particularly passionate about the role that theatre plays within that."

"Derby Playhouse say he is one of the best board members they've ever had because of his wider perspective, which extends beyond the arts," adds Debbie Read, Director of Arts & Business East Midlands.

Meanwhile, Champion Jo Johal of Sutton Johal Associates is a recent recruit for Arts & Business East Midlands after signing up at the Business Champion's speed-dating event in November 2004.

Elsewhere, Jeremy Waterfield, Bix PR and Mahmood Reza, Pro Active Accounting have recently joined the board for Spark Children's Theatre in Leicester.

shaping community schemes

Helping communities to create self-sufficient solutions to local problems and challenges by applying enterprise techniques.

LETS MAKE A FAST CONNECTION

It was a fast connection when newly signed up Business Champion Vijay Riyait met Gita Jethwa of Naari LETS, a voluntary organisation run by women for women.

Vijay, Managing Director of i Qubed Ltd in Leicester met Gita at his induction to become a Business Champion, hosted by fellow Champion Atul Dawda at his restaurant Spice of India in Wigston.

And before Vijay had finished his induction he'd volunteered technical help and database development to Naari LETS, part of of the LETS - Local Exchange Trading Scheme - which aims to empower ethnic women through a forum for shared knowledge and skills and exchange of goods and services, from legal advice to aromatherapy.

Vijay has helped out with Hindu, Gujarati and Punjabi software and is now supporting Gita in developing their 750-strong membership database.

HELPING CELEBRATE DIVERSITY IN SCIENCE

Raj Jalota of Leicester Careers Service is supporting fellow Champion Steve Vesse, Development Director of The National Space Centre.

Raj is now an Executive Board member of The Kalpana Chawla Foundation, an organisation set up by the Space Centre to honour Dr Kalpana Chawla who died in the 2003 Columbia Shuttle disaster and celebrate diversity in science and inspire young people in education.

"The work has been rewarding and opened unexpected doors," reveals Rai.

Steve adds: "Raj's educational background has shaped strategy and provided valuable contacts."

FINDING FUNDING FOR PRIMARY SCHOOL

Ruth Doyle of Institute of Occupational Safety and Health has been providing valuable support to St. Francis School, Melton Mowbray.

Head teacher Stephen McGlone was being mentored by Chairman of Business Champions, Alastair Eperon through the BiTC Partners in Leadership scheme (see above) and expressed a need for marketing support. Ruth was subsequently brought in to apply her marketing expertise to advise on fundraising for much-needed IT equipment. Ruth has been "very helpful" says Stephen.

Says Ruth: "It was great to help with fundraising. I gave an outline and strategy to the group ensuring everyone was at the same speed."

VALUABLE ASSETS

Jon Thornes of Cool Milk at Schools is supporting skills development with asylum seekers.

Together with his staff of 40, Jon has taken part in The National Institute of Adult Continuing Education ASSET UK project, which aims to audit the skills, qualifications and experiences of asylum seekers and support their integration into society through workplace opportunities and encouraging learning.

"I felt as a businessperson I needed to do something so I spoke to my staff about giving an asylum seeker the opportunity to shadow employees in our work place. It's one of the best things I've ever done," confirms Jon. "It helped us all to see that most asylum seekers were highly skilled individuals that could benefit the East Midlands."

NIACE's Max Webb is delighted with his contribution: "Jon deserves recognition for this work and his community approach to business."



Champions went back to school to learn how business benefits when it helps the community. Champions Jeremy Waterfield, Jon Thornes, Matt Casey, Pam Pindar with David Dixon, headmaster Bowbridge School and Phil Lovett of BiTC.

Champion Atul Dawda (third from left) hosted an induction session at his Spice of India restaurant, when Naari LETS (story above) made their connection with Champions. Pictured (left to right): Tim Haq, MEEM; Nicholas Theodorakopoulos, Crème; Business Champion Atul Dawda, Spice of India; Gita Jethwa, Naari LETS; Douglas Betts, LACBA; Jiva Odedra, LABA; Esther Munangi, Foriz Ltd; Neha Chande, Belgrave Development and Enterprise and guest, Mrs Daxa Pancholi.



developing sustainability

"Understanding sustainability and putting that as part of your key thought process in your business is very, very important"

Steff Wright Gusto Group Ltd

Playing our part in ensuring that the region has a quality environment by supporting the sustainability agenda and stimulating awareness of good environmental practice

Business Champions are putting sustainability on the mainstream business agenda. They are acting as role models and ambassadors to encourage greater take-up of clean technology routes and more efficient resource usage across the business community.

They are providing strategic input to organisations with an environmental focus, like the Forestry Commission and Derwent Valley Mills Partnership. They are joining consultation groups to shape the development of the regional sustainability strategy, and working with EMBREN, the East Midlands Business Resource Efficiency Network, to promote best practice and share knowledge.

Others are working to raise awareness of the green agenda across the Champions network by devising best practice visits and demonstrating ways that will encourage others to look at how they can improve their own environmental performance, involving partners such as the BEST network.

STIMULATING AWARENESS THROUGH BEST PRACTICE

A series of best practice visits designed by a group of Business Champions has helped raise awareness of the environmental agenda.

At the first visit, Steff Wright of Gusto Group Ltd explained how his construction company factored in the environmental equation. The theme was expanded at Hill Holt Wood, with eco-entrepreneur Nigel Lowthrop, whose 14 hectares of ancient woodland is a not-for-profit community-owned business. Nigel's story demonstrates how a business can achieve the triple bottom line of economic, environmental and social ambitions.

Next on the calendar for Champions was a visit to see best environmental practice in action at Experian. The company, which employs 2800 people in Nottingham, is award-winning in its approach to environmental performance and impact and is renowned for the work it undertakes in this area with its supply chain.

Champions also looked at how to influence the environmental culture within their own organisation and those of their suppliers and customers in a session designed by focus group member Assim Ishaque. And Karen O'Brien explained how the BEST network was working with regional business to increase resource efficiency. "It was an excellent session on a vital subject" said Bev Bamber of YHA (England and Wales).

Champions have also been canvassed on their environmental awareness. Of those responding, 63% think a more environmentally responsible attitude to operations can have a positive impact on business success.

Some 56% have taken steps to reduce utility charges, 90% engage in recycling and 42% are aware business waste can be more valuable than the cost of disposal. Some 60% want more information about programmes that can help improve resource efficiency.

SORTING WOOD FROM TREES IN BOLSOVER

Business Champions have been helping Bolsover Woodlands Enterprise sort the wood from the trees with fundraising and marketing advice.

At this community project providing training and work experience in woodland conservation for people with learning difficulties, Kay Adkins of KAM Ltd helped with funding. "Having a fresh pair of eyes to look at the project gave them encouragement, and it was thoroughly enjoyable and extremely worthwhile for me," she reveals.

Meanwhile, Diane Slaney of Diversity Creative Marketing Solutions ran a marketing workshop - focusing on promoting, distributing, pricing and developing their products.

"We've received excellent advice from Business Champions that's been put into practice successfully," reports David Thompson of Bolsover Woodlands Enterprise.

BEST FOOT FORWARD FOR WORLD HERITAGE CHAMPION

It was best foot forward when Business Champion Brian Ashby of Norseman Holdings joined the Derwent Valley Mills World Heritage Industry and Commerce Panel.

For he inspected all 22 miles of the valley on foot in preparation for his role on the panel, which aims to realise the potential of World Heritage Site status in the valley's social and economic development.

Brian has since harnessed his business expertise to suggest ways of improving sustainability. "Examples of supporting World Heritage status include refurbishing derelict listed buildings for sustainable use, applying good husbandry to trees on both banks of the river, and making the most of the navigability of the river within the Heritage site," he says.

Brian has helped establish the business economy as an integral part of the future conservation of the physical environment of the Derwent Valley Mills site. This vital contribution to achieving this long term goal hasn't gone unnoticed - he has received commendations in several local newspapers.

SUE GOES GREEN

Sue Brooks of Northamptonshire-based Brooks Engineering supported the environmental sustainability agenda by joining a project to increase resource efficiency and environmental awareness in her own company and supply chain.

After attending one of five *emda*-run training courses, Sue has changed company practice: "The course was positive and educational and I now make conscious efforts to reduce waste. We introduced an internal Environmental Management System."

This national project achieved a strong East Midlands presence, thanks to Business Champions.



Champions heard from eco-entrepreneur Nigel Lowthrop at Hill Holt Wood, followed by an al fresco lunch in the Wood's khaki marquee.

During the best practice visit, Champions also heard about the training opportunities and saw the workshops in operation.

The contribution of the environmental focus group of Champions won them a Championing Change 2004 award (left to right) Assim Ishaque, Steff Wright and David Rhodes.

Sue Brooks, pictured centre, at a development session for Champions in Northamptonshire, hosted by Kettering Business Venture Trust.

GIVING FORESTRY A NEW FOCUS

Assim Ishaque of Uniway Solutions has joined the Regional Advisory Committee for the Forestry Commission Board - a group representing forestry, farming, land-use, social, environmental and regional interests.

According to Assim, this role has enabled him to add a new perspective - ensuring that the Forestry Commission is focused upon the needs of the diverse community of the East Midlands: "As a business person with no forestry experience, I hope my comments make a refreshing change to the views of the experts."

BUSINESS ON BOARD WITH EMBREN

lan Nicholson of Responsible Solutions has joined the steering group of the East Midlands Business Resource Efficiency Network (EMBREN) - a provider network co-ordinating the provision of environmental business support across the region.

The network is designed to provide a single gateway for small business to access environmental information, advice and support and Ian is ensuring that EMBREN appreciates how environmental issues impact upon businesses. "My contribution ensures the views of the private sector are aired alongside those of academia and the public sector," he explains.

SHOWING OFF AT SHERWOOD

Business Champions dedicated to improving environmental, economic and social sustainability issues supported East Midlands Expo 2004 at Sherwood Energy Village in Ollerton, Nottinghamshire.

David Rhodes of Annexeon and Steff Wright from Gusto Group gave presentations about sustainability practices in their companies. "As a house builder utilising innovative technologies like solar heating, I offered practical examples of sustainability," says Steff. Champions Harry Skidmore of Easi-Bind International and John White of DE Clegg Construction also supported the event.



creating new directions

"I was born in the
East Midlands. I've
lived in the East
Midlands all my life
and I believe
passionately in
the area"

Steve Thrower, Area Director, Land & New Homes Countrywide Promoting the East Midlands by expanding the ambassadorial role for Champions, particularly in the international context; and inspiring innovation by developing the links between business and universities to stimulate awareness and understanding

Champions are squaring up for a new challenge with two important new strategic developments now taking shape, allied to regional objectives. Their sights are set on adopting a stronger, broader ambassadorial role, and in finding further routes to stimulate knowledge transfer between business and universities.

Both these areas are designed to add even more value to the work of Champions in support of the East Midlands region and give a valuable focus for the initiative as it moves into the next stage of growth.

The new developments will come on board alongside existing work by Champions, which continues to grow in response to demand from the many partner organisations supported across the region.

PROMOTING THE EAST MIDLANDS

Selling on the region's strengths is the next challenge for Champions - and more than half of those canvassed say that being an ambassador for the East Midlands is a role they relish.

The research was part of a review of how to expand the ambassadorial role for Champions, particularly in the international context. The aim is to find a fit with the regional agenda by directly supporting the activities of organisations like those responsible for inward investment and trade promotion, through to tourism, sport and the creative sector.

Champions were also asked what takes them outside the region, including their trading interests - which showed the majority are trading outside the region and around a quarter are trading internationally.

"Champions have a vital role to play in supporting the future development of the East Midlands by taking the message about what's good in the region; what it offers to business, to the outside world. We can all be greater advocates for the region every day," says Chairman Alastair Eperon.

He adds: "Each of us can be ambassadors but we need to be equipped with the right messages. And that's what we are working on now – ways to create the matches between the interests of Champions and those organisations needing their support."

(Note: Figs above based on 298 responses at time of writing. Of these, 159 Champions 53% wish to be involved in ambassadorial activity.)

MEDALLISTS INSPIRE CHAMPIONS

Business Champions were inspired by Olympic medallists and experienced the world-class sporting facilities at Loughborough University when they joined a session designed to recruit business as ambassadors for sport.

They were introduced to Olympic silver medallists Bryan Steel and Campbell Walsh, fresh back from the Olympic Games where they secured their medals and Champions were encouraged to act as ambassadors and spread the word about the benefits of the 2012 London Olympics bid.

STEPPING UP AMBASSADORIAL PACE

Chairman Alastair Eperon stepped up the ambassadorial pace and flew the flag for the region when he took up an invitation to head the largest ever trade delegation from the UK. On the three-day trip to Hungary - designed to develop export markets in the new member states of Eastern Europe - he was joined by seven Champions who helped in promoting the region's strengths, whilst also recording significant business successes themselves.

Champion Assim Ishaque is set to become Hungary's first foreign environmental

entrepreneur by working with the Hungarian government to provide energy efficient solutions for the country in the form of wind farms. Pam Pindar has found that contacts made have since come in useful. "I have just been asked to provide payroll, HR and recruitment services in Hungary for an international client!"

SECURING THE BACKING OF MAJOR PLAYERS

Chairman Alastair Eperon has been hosting a series of First Monday boardroom sessions to secure the backing of some of the most influential players in the region to the developing ambassadorial theme.

It's brought together senior executives from corporate life with existing Champions and some of the organisations looking to build relationships with Champions in the future.

We can all be greater advocates for the region every day"

Alastair Eperon, Chairman, Business Champions



Commercial Director of Nottingham East Midlands Airport, Tim Jones has joined two strategy development sessions on the ambassadorial theme. "Champions can help the region nationally and internationally promoting skills; by helping people to differentiate their businesses. They can take the word about what we do in the East Midlands region, how we're growing our business areas and help us to become one of the top 20 economic partnerships within Europe by 2010."



Leading the trip to Budapest, Chairman Alastair Eperon with Assim Ishaque, Uniway Solutions Ltd; David Pearson, Royal Bank of Scotland; Kay Adkins, KAM Ltd; Pam Pindar, PBS (UK); Malcolm Yates, Focus Management for Business; Simon Himsworth, Winning Moves Ltd and Derek Ward, Ward Business Services.

Hungary for Success



Pictured at one of the First Monday boardroom sessions, (seated from left) Maggie Winfield, Consultant to Business Champions; Nick Ebbs, Director of Development & Urban Regeneration at Innes England; Jeff Moore, Chief Executive of emda; John Saunders, Chief Executive of Experian International. (Standing from left) Peter Helps, Chief Executive of sinfonia ViVA, Geoffrey Bond, The Geoffrey Bond Consultancy and currently Sheriff of London and Peter Burdon, Chief Executive of Thorntons



FINDING NEW ROUTES TO INSPIRE INNOVATION

Carving new routes for Champions to further inspire innovation within the region is the aim, exploiting the potential of relationships between business and the region's universities, each centres of excellence in their sphere.

Work in this area is also concentrating on how Champions can make a significant contribution to the regional innovation strategy currently being developed.

And according to Chairman Alastair Eperon, there is much to be gained. "We want to stimulate more cross-fertilisation of ideas and knowledge. It's a natural progression from current enterprise and innovation activity by Champions and it's closely aligned to the regional strategy."

There are already many strong links between Business Champions and the region's universities. The ambition now is to move

that up a gear and secure a stronger platform at regional level. Some 65% of Champions canvassed say they would like to be involved in supporting and developing this activity.

Says Alastair Eperon: "I believe the key we have to unlock is to do with communication, culture and personal contact. We have strength also in the network of Champions. A recent report published by the Council for Industry and Higher Education stresses the wide range of university knowledge transfer relationships and points to the US where networks are vitally important when the focus is long-term gain."

A growing caucus of Champions with expertise in the field of knowledge transfer and innovation have been actively developing the agenda over recent months. They have:

- Joined Alastair Eperon for a debate with the Universities' Vice-Chancellors.
- Helped to set the vision, structure and priorities for the East Midlands Science, Innovation and Industry Council (EMSIIC), including facilitating workshops at the DTI Living Innovation event which steered the shape of EMSIIC.
- Taken part in EM HEARS (Higher Education Expertise and Referrals System) looking at how business and universities communicate, another feed into the innovation strategy.
- Shared on-the-ground information about innovation and technology transfer with government departments. Alastair Eperon hosted a briefing for Jeremy Clayton, Group Director from the Office of Science and Technology (OST) together with members of Leicester University's research and business development team.
- Hosted a series of on-site fact-finding sessions for Graeme Reid, another Director from OST who came to the East Midlands on secondment. Hosts included Rolls Royce.



Steve Wright with Geoff Smith

KNOWLEDGE TRANSFER IN ACTION

When academic Geoff Smith took his business idea to be reviewed at a round-table surgery style session with Business Champions, it signalled the start of a new vision for his company Muvation.

A reader in the school of pharmacy at De Montfort University, Geoff's research interests are around measurement of properties and materials.

He set up his company Muvation together with colleagues to look at developing new and novel temperature sensors, whilst also gaining access to business support research funding.

"Being able to get first hand quality advice on issues as diverse as finance, marketing and company structure has highlighted key issues within our new business," explains Geoff.

"Business Champion Ken Pratt examined the structure of the business and we have taken certain steps with a view to becoming investment ready in the future. The company structure is much cleaner as a result, but at the same time we've been encouraged to develop a long term view on funding rather than looking for short term fixes."

A special mix of skills and experience has helped Muvation. Champion Ken Pratt is a chartered management accountant with a wealth of experience in start-up situations and venture capital backed outfits over the last 15 years. Steve Wright of Technical & Marketing Resources is a marketeer with two decades of experience in the technical arena, bringing high technology products to market.

Steve Wright explains his involvement: "I feel that coming from an academic background his view was fairly naïve as he had very little dealings with business. He was looking at launching a low cost product when he really needed to attack niche markets with a unique technology that he could sell at a premium price into a specific market.

"I think that without their input we wouldn't have the clear vision"

Geoff Smith, De Montfort University

"I feel that we completely changed the whole direction of his business and gave him a new way to go forward."

That view is endorsed by Geoff Smith who adds: "Working with Champions allowed us to see that our business plan was quite fragmented and contradictory. I think that without their input we wouldn't have the clear vision on how we're going to take the company forward."

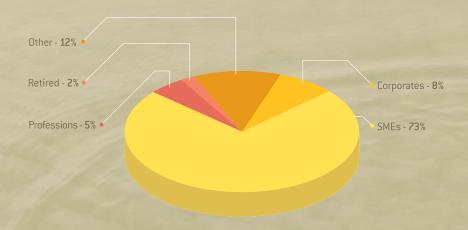
the register

FACTS AND FIGURES

There has been an average of some 530 Business Champions registered and active at any time since 2002, when the target of 500 was first achieved. New Champions are regularly recruited and others lapse as they leave the region or take on different business commitments.

Over 90% of current Champions have been active for at least two years. A total of just over 200 Champions have lapsed throughout the four years of the initiative.

Where Champions are drawn from

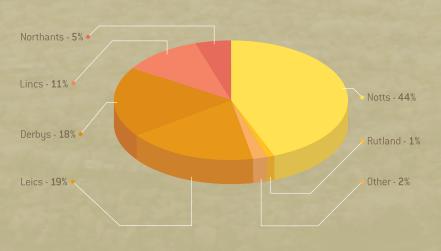


- 21% of Champions are women 42% of new recruits in 2004 were women
- 5% of Champions represent minority ethnics - 16% of new recruits in 2004 were from minority ethnic businesses

"I'm just doing my small bit but there are over 500 Champions around the East Midlands doing their bit too. Between us we can make a significant difference in the region"

Philip Crowshaw, Managing Director, Digital Media Active

Where Champions are based



MAKING AN IMPACT

- 57% of Champions responding to research say their pledged time has been fully utilised over the past year and 70% feel their time has made a valuable contribution that generated impact.
- 92% of the organisations canvassed for performance research reported a significant impact from the input of Business Champions to their activities (with 38% reporting a very high impact).
- The organisations also reported 100% satisfaction in the way the Champions management team works and the relationship they have with the team.

REGISTER OF BUSINESS CHAMPIONS

Mike Abbott Ben Abbott Ken Ackroyd Reg Adair Gillian Adams Miles Adcock Kay Adkins David Alder Christopher Alker Lynn Allison Richard Allsop Paul Anderson Gordon Anderson Andrew Arden Brian Ashby David Ashcroft Peter Aspden Phil Atherton Roy Atkins Eddie Baldwin Bev Bamber John Bargasik Jenny Barnett William Barron Suki Basi Julie Beardwell Graham Beastall Keith Beaumont Michael Beaumont Doug Bedford Gerry Beetles Jennifer Bennett Melanie Berry Bob Bhabra Prajesh Bhogaita Mike Billingham Chas Bishop Helen Bishop Andrew Black John Blankley Max Boden Alison Bolton Michael Bolton Geoffrey Bond Julia Boulton Chris Bowman Elaine Box Alan Boyden Simon Bozeat Matthew Bradley Michael Brand Carol Bratton Zoe Bremer Peter Briggs James Briggs Paul Bromby Jeannine Bromley-Hall Chris Brookes Gordon Brookes Sue Brooks Cedric Brown Gordon Brown Michael Brown Chris Brown Richard Brucciani Sheila Brucciani lain Burns Liz Butterworth Kevin Caley Chris Calladine MurrayCarmichael-Smith Nigel Carnall Rob Carroll Martin Carroll Ted Cassidy Andrew Cereseto Suresh Chauhan Michael Clark Elaine Clark Adrian Clark

Gary Clarson

Paul Clayton

Tony Colton

John Cook

Roger Coe David Colebrook

Frances Conway

Michael Conwill

ASA Training Limited Isolated Systems Ltd

Select Appointments

John Cook & Associates LLP

APC Associates

CHC Choir Ltd

Meadowstone Ltd 2003 E.B.A Associates Fortis Bank R&A International Trading Ltd Gillian Adams Consulting Ltd BAE Systems, Land Systems KAM Ltd De Montfort University LAM Group The Strategic Business Partnership Intelligent Content Ltd Anderson McCreath Ltd Furrowland Limited Norseman Holdings Ltd Carbon Retail Consultants Innovia Ltd MCC - Stenson Boatbuilders YHA (England and Wales) Ltd Stav Properties Forge Associates Creating Insight Russell Aerospace De Montfort University Braunstone Community Association Health Protection Agency Protempore Management Ltd Davis Derby Ltd Hillcrest Hotel Perfect Motion Sports Marketing Ltd Business Link Nottinghamshire Brave Little Soldiers Ltd KSB Ltd National Space Centre Rolls-Royce plc CPL Solutions Ltd Leics Chamber of Commerce & Ind Pronovus Ltd Technical Simulation Consultants Ltd The Geoffrey Bond Consultancy Donington Park Leisure Limited Recticel UK Children's Links BC-S Group Bozeat Consulting Group Nelsons Solicitors Captum Capital Carol Bratton Project Japan The Nottingham Trent University The Harboro Rubber Co Ltd Project Development Consultants Ltd Key Skills Training Ltd Storage Concepts Ltd The Prince's Trust - Business Division Brooks Engineering Ltd Wilkinson The Larson Partnership Bank of England Pal International Ltd Pal International Ltd CS2 Lawyers West Nottinghamshire College Birmingham Venture Capital Ltd Nottinghamshire County Council Boyden Carmichael-Smith W A Barnes Catapult Venture Managers Ltd Atos Origin
De Montfort University Blue Chip Associates Prism Associates Imagesound Plc Empower Training Granada The Intelligent Document Company Sales Recruitment Network (Eastern)

Andy Cooper Michael Copestake John Copping Phil Cosker Jack Coveney Malcolm Cowgill Richard Cox Keith Coxon Paddy Crabtree George Crane Glenn Crocker Tracy Croft Naomi Crosby John Crosby Philip Crowshaw Linda Crumlin Graham Daly Linda Damerell Clive Dann Brian Dannatt Edward Davidson Daniel Davidson Barry Davies Atul Dawda Peter De Frank Richard Dearden Ofer Dekel Trevor Dempsey Peter Denby Sue Dewey Hugh Dibley Peter Dilger Robin Dilley Griffin Dixon Brian Dolby Robert Doughty Michael Downes Ruth Doyle Paul W.F. Drakes Stephanie Drakes Laura Dyer Nicholas Ebbs Nicola Eddy Jason Edge Rob Edlin **Huw Edwards** Paul Edwick Nichola Ellard Peter Ellis Polly Ellis Yvonne Ellison Elaine Ellison Alastair Eperon Michael Epton Barry Espinasse Jill Evenden Harry Everington Rosie Featherstone Mark Fielding Gary Finn Chris Fitzpatrick John Forkin John Foster Elizabeth Fothergill Peter Frampton David Frankish Stephen Fraser Martin Freeman Tom Fremantle Roger Frost Richard Fuller Aija Gagans Simon Gardiner Andrew Garner Tim Garratt David Garside **Emanuel Gatt** Stephen Gee Leonard Gelblum Mike Gerry John Gibbs-Newton Andy Gilbert Nada Giuffrida Sanjay Gogia Steve Goodman Matt Goodman Ivor Goodwin Ian Goodwin

Innes England

New Plan

Go MAD Ltd

The Garside Consultancy

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Corporate Doctors Ltd

Rothera Goodwin Chartered Architects

Peter Lacy

Business Link Nottinghamshire SECUTECH Ltd

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Nortoft Ltd

Creative Partners

Marketing Services

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Gary Smerdon-White

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Thomas-Zadora Associates

Transatlantic Management

Geoff Wilson

E&OE. As of 03/05

David O'Neil

REGISTER OF PARTNERS & ORGANISATIONS WORKING WITH CHAMPIONS

Action Housing Association Age Concern Northampton & County

Arts & Business East Midlands Association of Colleges (East Midlands) Beaumont Leys Development Trust

Big Lottery Fund Bishop Grosseteste College

BizFizz

Bolsover Woodlands Enterprise British American Business Council Brooksby Melton College

Broxtowe College Business in Prisons Business in the Community Business Link Derbyshire Business Link Leicestershire Business Link Lincolnshire & Rutland Business Link Northamptonshire Business Link Nottinghamshire
Business Services East Midlands
CASE, Co-operative and Social Enterprise in Derby & Derbyshire

Casterton Community College Catapult Venture Managers Ltd CBI East Midlands

Centre for Enterprise Leicester
Centre for Research in Ethnic Minority Entrepreneurship (Crème)

Chartered Institute of Personnel and Development Chesterfield College

Childrens Links

City of Leicester School and Sixth Form Centre

Coalfields Regeneration Trust Common Purpose Connect Midlands Connexions

Countryland and Business Association.

Credit Union Network East Midlands (CUNEM)

Crème

Crime Reduction Unit Culture East Midlands De Montfort University Deloitte & Touche

Dental Laboratories Association Ltd

Department for Education and Skills Department for Environment, Food and Rural Affairs (DEFRA)

Derby and Derbyshire Economic Partnership

Derby College Derby College Derby CVS Derby Millenium Network Derby Social Services Derbyshire Community Foundation

Derbyshire Education Business Partnership

Derbyshire Social Services Derwent Valley Mills Partnership

Dukeries College
East Midlands Community Loan Fund
East Midlands Development Trusts Association East Midlands Incubation Network (EMIN)

East Midlands NTI Ltd

East Midlands Regional Assembly
East Midlands School for Social Entrepreneurship

East Midlands Universities Association (EMUA)

EMFEC

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Leicester & Rutland Community Foundation Leicester City Council Leicester City Education Authority

Leicester College

Leicester Comedy Festival

Leicester International Music Festival Leicester International Music Festival Leicestershire Asian Business Association (LABA) Leicestershire Economic Partnership Leicestershire Education Business Company

Lincoln School of Science and Technology Lincolnshire & Rutland Careers & Guildance Services Ltd Lincolnshire & Rutland Education Business Partnership Lincolnshire Co-operative Development Agency

Lincolnshire County Council Lincolnshire Dance Lincolnshire Development Lincolnshire Enterprise Lincolnshire Industrial Mission Lincolnshire Probation

Lincolnshire Rural Community Council Lincolnshire Sports Partnership

Lincolnshire Tourism Lincolnshire Wildlife Loughborough College Loughborough University

Loughborough University Enterprise Ltd

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Minority Enterprises East Midlands (MEEM)

Naari LÉTS New College Nottingham

NIACE

North Lincolnshire College

North West Leicestershire District Council

Northampton & County CVS Northampton College Northamptonshire Asian, African, Caribbean Business

Association (NAACBA)

Northamptonshire Chamber

Northamptonshire Education Business Link Organisation Northamptonshire Partnership

Nottingham Business School

Nottingham City Council - The Ambassador Unit Nottingham Council for Voluntary Service

Nottingham Credit Union Nottingham Trent University Nottinghamshire Business Venture

Nottinghamshire Chamber of Commerce & Industry

Nottinghamshire County Council

Nottinghamshire Education Business Alliance Nottinghamshire Rural Community Council

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Sherwood Energy Village sinfonia ViVA Small Business Bureau

Social Enterprise East Midlands (SEEM) South Kesteven District Council South Witham Broadband Ltd Spark Children's Arts Festival

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The Arkwright Society

The British Association for Advancement of Science

The British Council

The Countryside Agency
The Hive Nottingham Trent University
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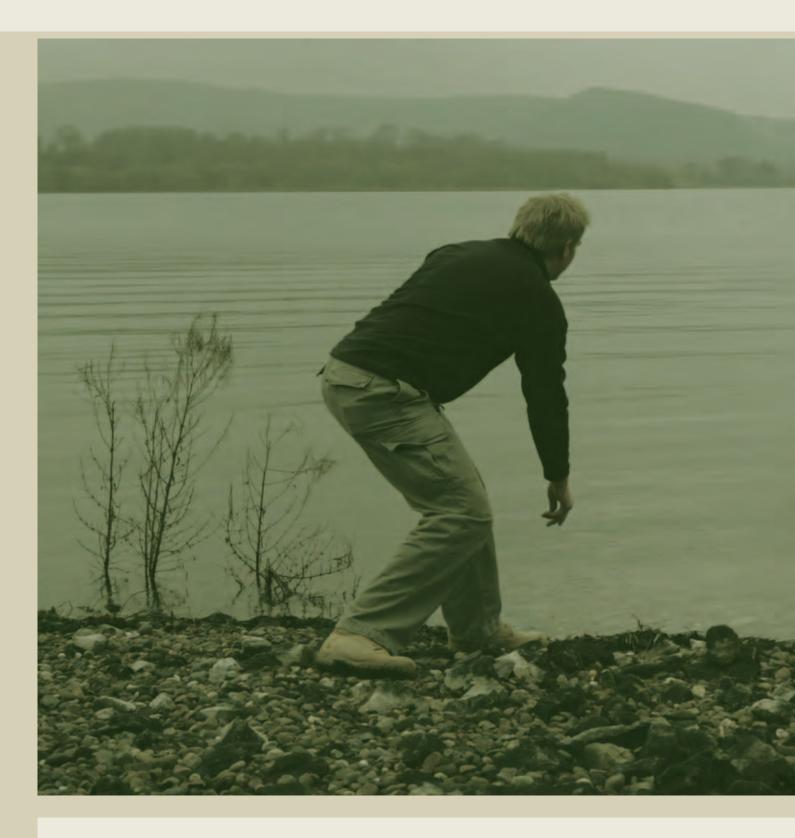
UK Online for Business

UK Trade & Investment - East Midlands UNIEI Lab, University of Nottingham University College Northampton University of Derby

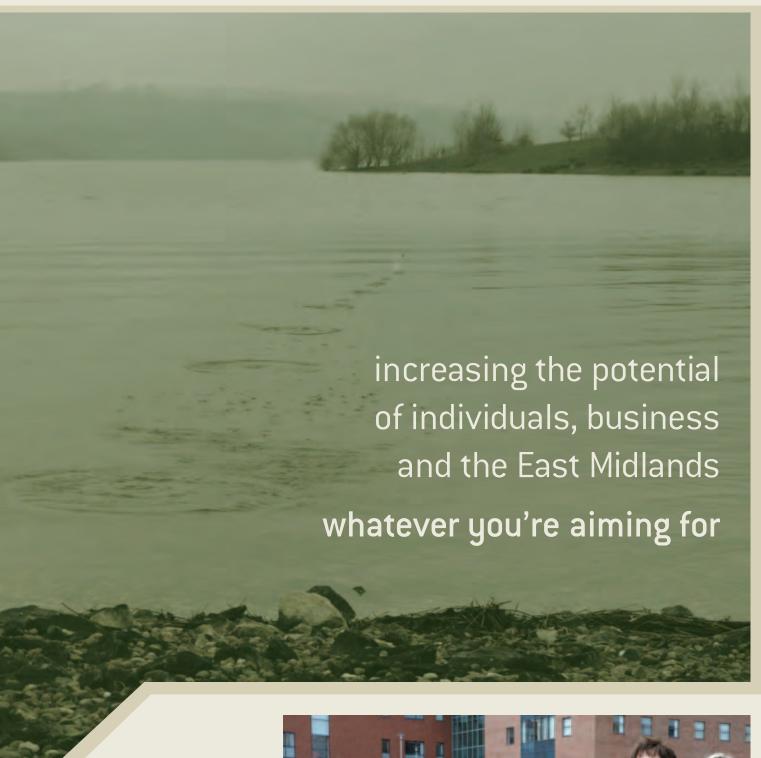
University of Leicester University of Lincoln University of Nottingham Welland Enterprise Agency Welland SSP

Wolfson School of Mechanical and Manufacturing Engineering Year In Industry, East Midlands Region Young Enterprise East Midlands

This list is not exhaustive and our apologies for any omissions that may be identified upon publication







If you would like to find out more - whether to become a Business Champion or to secure the input of Champions to your work, then call us on 0115 988 8362 or visit us at www.businesschampions.org.uk

Strategis Associates has been responsible for developing and managing the Business Champions initiative since 2001. Pictured here are the account team (from left) Jo Sandall, Rachael van Oudheusden, Sophie Allen, Kirsty Watts with Partners Maggie Winfield and Marie Roberts.



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