



THE 2006 CORNWALL BUSINESS AWARDS

Choosing the winners

The judging process for Cornwall Business Awards 2006 was very difficult as we were overwhelmed by high quality entries.

We would like to thank all businesses that entered and we would like to thank the judges for their time and expertise

Judging Panel

NIGEL ASHCROFT - actnow

HENRY ASHWORTH - 15 on the Beach, Watergate Bay.

KEITH ATKINSON - Combined Universities in Cornwall

SIR JOHN BANHAM - Chairman Designate of Johnson Matthey plc and former Chairman of Whitbread

MICHAEL BEADEL - Stephens & Scown

LIZZIE BEESLEY - BT

GERRY BRAME - West Pharmaceutical Services

DAVID BREWER - Cornwall Chamber of Commerce & Industry

GRAHAM BOULTON - Robinson Reed Layton

PETER CASEY - South West Investment Group

GRAEME DEMIANYK - Western Morning News

JULIAN CROWE - First Group

BOB DOW - Business Link

LORD EDWARD GEORGE - former Governor, Bank of England

LARRY FILE - Ginsters

JANET HEENAN - Tripos Discovery Research

CARLEEN KELEMEN - Objective One Partnership for Cornwall & the Isles of Scilly

PROFESSOR ALAN LIVINGSTON - Combined Universities in Cornwall

CHRIS LINGARD - Follett Stock

DENISE MAJOR - HSBC

GILBERT MCCABE - Cornwall Enterprise

PAUL MYNERS - Chairman of Marks & Spencer and Guardian Media Group

JIM SELIGMAN - Cornwall Business School

TIM SMIT - The Eden Project

JOHN SMITH - CEO of BBC Worldwide

THELMA SORENSEN - Cornwall Business Partnership

CAROL WELLS - The Federation of Small Businesses

ELLEN WINSER - Air South West

THE 2006 CORNWALL BUSINESS AWARDS



THE 2006 CORNWALL BUSINESS AWARDS

Hosted by Daphne Skinnard

Guest Presenter Doug Richard

St Mellion Hotel, Golf and Country Club
Thursday May 18th 2006



Organised and presented by Cornwall Enterprise
in partnership with Business Link





Introduction

The Cornwall Business Awards 2006 have been organised and presented by Cornwall Enterprise in partnership with Business Link.

They showcase the diversity and talent within the business community in Cornwall and the Isles of Scilly.

'Throughout my own entrepreneurial career and through my role on BBC2's Dragons' Den, identifying businesses with real potential, I have developed a keen interest in what it is that makes a winning business.



A single –minded vision, dedication, enthusiasm, not to mention sheer hard graft. These are only some of the qualities shared by the winning businesses here tonight.

It is exciting to take part in tonight's celebration of business success in Cornwall.

More dramatically than just about any other area in the UK, Cornwall is undergoing a remarkable transformation as its businesses embrace the knowledge economy. Broadband has made it possible for Cornish businesses to compete on an international stage as geographical peripherality ceases to be a barrier.

The businesses that are shortlisted tonight are the unsung heroes that are driving this transformation and ensuring a great future for Cornwall.'

Doug Richard



Categories and Sponsors

BEST USE OF TECHNOLOGY

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CUSTOMER FOCUS

Sponsored by HSBC

BEST EXPORTER

Sponsored by CORNWALL CHAMBER OF COMMERCE & INDUSTRY / UKTI

MARKETING STRATEGY OF THE YEAR

Sponsored by GINSTERS

BUSINESS INNOVATION OF THE YEAR

Sponsored by COMBINED UNIVERSITIES IN CORNWALL

BEST DIVERSIFICATION

Sponsored by ROBINSON REED LAYTON

GROWTH STRATEGY OF THE YEAR

Sponsored by BT

BUSINESS IMPROVEMENT THROUGH PEOPLE

Sponsored by CORNWALL BUSINESS SCHOOL

BEST NEW BUSINESS IN CORNWALL

Sponsored by CORNWALL PURE BUSINESS

ENTREPRENEUR OF THE YEAR

Sponsored by STEPHENS & SCOWN

BUSINESS LEADER OF THE YEAR

Sponsored by FOLLETT STOCK

YOUNG BUSINESS PERSON OF THE YEAR

Sponsored by FIRST GREAT WESTERN

WINNER OF WINNERS

Sponsored by BUSINESS LINK



Best Use of Technology

The judges made the award to the business that best demonstrated that it has effectively used business technology to create a significant and exploitable competitive or operational advantage in any business area including revenue, improved quality and/or customer convenience. Evidence was required of a well thought-through and executed strategy, addressing not only the deployment of the technology, but also its effective uptake by employees and stakeholders.

CFP Software

www.cfp-software.co.uk



Runners up

Blue Fish Business Promotions

www.bluefishpromo.com

Plumb Partners Group

t/a Continental Underfloor Heating

www.continental-ufh.com

Sponsored by actnow



Customer Focus

The judges made the award to the business that could best demonstrate that it has the customer at the heart of its business and deploys and manages its resources to most effectively meet the needs of its customer base.

Churchtown Farm

www.scillyflowers.co.uk



Runners up

Plough to Plate

www.ploughtoplate.co.uk

West Pharmaceutical Services

www.westpharma.com

Sponsored by HSBC



Best Exporter

Judges were looking for companies who could demonstrate significant export sales and showed the greatest success in accessing overseas markets

Falmouth Fishselling Company Ltd

www.falfish.co.uk



Company background

Falmouth Fishselling Company Ltd, is an established independent supplier of fresh and frozen seafood to markets in the UK and Europe. The company was founded in 1970, successfully integrating catching, processing and marketing operations in a single identity.

The primary areas of operation are fishing and related activities for the purchasing and selling of white fish, as well as ship's agents.




- Committed to fishing related activities for purchasing and marketing white fish.
- Total integration for catching, processing and marketing.
- Innovative operation.
- Continued investment in new vessels and facilities.

Runners up

Pendennis Shipyard Ltd
www.pendennis.com

Hardmetal Engineering
www.tungsten-carbide.com



Marketing Strategy of the Year

The judges made the award to a specific marketing campaign that has achieved high levels of commercial success for the relevant product or service. The judges looked for innovation and a clearly expressed and articulated objective-led campaign strategy leading to measurable and verifiable business results.

Furniss Ltd

www.furniss-foods.co.uk



Welcome to Furniss of Cornwall
The website is available under construction.

For more information contact us at
info@furnissfoods.co.uk
Phone: 01326 371111
Fax: 01326 371111

Address:
Furniss of Cornwall
Falmouth
Cornwall
PL9 8AA



A taste that's out of Cornwall

Runners up

Pendennis Shipyard Ltd
www.pendennis.com

Blue Fish Business Promotions
www.bluefishpromo.com



Business Innovation of the Year

This award has been made to the company that best demonstrates runaway success with an innovative individual product or service. The judges were looking for evidence of initial understanding of the market, scale and depth of planning prior to launch, market acceptance and demonstration of long term potential.

General Clothing Stores

www.wildlifeonline.com



Runners up

Blue Boats Power Cats

www.powercats.co.uk

Richfords, Fire and Flood Ltd

www.richfords.com

Sponsored by Combined Universities in Cornwall



Best Diversification

The judges made this award to the business that demonstrated the most success in developing a new venture that represents a diversification from previous or main business activity.

Pendennis Shipyard Ltd

www.pendennis.com



Runners up

DP Engineering

www.dpengineering.co.uk

Richfords, Fire and Flood Ltd

www.richfords.com

Sponsored by Robinson Reed Layton



Growth Strategy of the Year

The judges of this award looked for the business that could best demonstrate an organic growth strategy (rather than merger & acquisition activity) that has achieved outstanding levels of sales, profit and market share improvement.

Clearwood UK

www.clearwoodjoinery.co.uk



Runners up

Plough to Plate

www.ploughtoplate.co.uk

checkmyfile.com

www.checkmyfile.com

Bott Ltd

www.bottltd.co.uk

Sponsored by BT



Business Improvement through People

The award was open to all businesses. The judges made the award to the business that best demonstrated how its people development strategies have improved its performance and created a committed, motivated and effective workforce.

Happy Days South West Ltd

www.happydaysnurseries.com



Runners up

Cornwall Care Ltd

www.cornwallcare.org

CFP Software Ltd

www.cfp-software.co.uk

Sponsored by Cornwall Business School



Best New Business In Cornwall

This award was open to start ups and also businesses that have relocated to Cornwall since June 4th 2004. The judges made the award to the business that could best demonstrate commercial success and outstanding achievement. They were looking for companies that had exceeded expectations and have a clear vision for the future.

Amsoft UK

www.amsoft-uk.co.uk



Runners up

Cut4Cloth

www.cut4cloth.co.uk

Treasure Trails

www.treasuretrails.co.uk

Sponsored by Cornwall Pure Business



Entrepreneur of the Year

This award was made to the outstanding individual who in the last year best demonstrated exceptional vision and leadership in the development of an owner-managed business. The winner best demonstrated clear identification of an opportunity, as well as innovation, growth and evidence of strong financial performance in terms of sales and profit growth. The winner has contributed to their company, industry sector and the wider community.

Neil Chadwick

General Clothing Company

www.seasaltorganic.co.uk



Runners up

Rachel Jones – Fit 'n' Fun Kids

www.fitnfunkids.co.uk

Richard Freeborn – Kensa Engineering

www.kensaengineering.com

Sponsored by Stephens & Scown



Business Leader of the Year

This award was made to the outstanding individual who in the last year has best demonstrated exceptional leadership and vision. The judges were looking for evidence of how the organisation has significantly improved performance for its employees, customers, suppliers and shareholders, and how the entrant has contributed to that success. Specific qualities that the judges considered include the performance of the current business including sales and profit growth, and a vision for the future.

Clive Woodward - Bott Ltd

www.bottltd.co.uk



Runners up

Chris Pauling - Proper Cornish Ltd

www.propercornish.co.uk

Matthew Stevens - Matthew Stevens + Son

www.mstevensandson.co.uk

Sponsored by Follett Stock



Young Business Person of the Year

This award was made to the businessperson up to the age of 30 that best demonstrates they have ambition, energy, skill and vision, as well as tangible business success. This award was open both to young entrepreneurs that are enjoying success in building their own business, and to those employees that have had an outstanding impact in contributing to the successes of a larger organisation.

Lucy Cokes - Neutralize

www.neutralize.com



Runners up

Justin Uglow - The Cornish Farmhouse Bacon Co

Saswata Sanyal - The Rowe Group

www.rowegroup.co.uk

Sponsored by First Great Western



Winner of Winners Award

This award was made to the outstanding entrant that best demonstrated significant growth, innovation and financial performance within their market sector, combined with a strong contribution both to their own sector and to the economy of Cornwall.

Clive Woodward - Bott Ltd

www.bottltd.co.uk



Looking Forward

All entries into the Cornwall Business Awards are automatically entered into the Devon and Cornwall Business Challenge.

In addition, the winners will be entered into the National Business Awards 2007.

In this way, we will be helping raise the profile of Cornwall's businesses outside the county.



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actnow
www.actnowcornwall.co.uk



Cornwall Chamber of Commerce
& Industry
www.ccci.org.uk



UKTI
www.tradeinvest.gov.uk



Ginsters
www.ginsters.co.uk



HSBC
www.hsbc.co.uk



Robinson Reed Layton
www.rrl-truro.co.uk



BT
www.bt.com



Cornwall Business School
www.cornwall.ac.uk/cbs



Cornwall Pure Business
www.cornwallpurebusiness.co.uk



Combined Universities in Cornwall
www.cuc.ac.uk



Stephens & Scown
www.stephens-scown.co.uk



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www.follettstock.co.uk



First Great Western
www.firstgreatwestern.co.uk



Cornwall Enterprise
www.cornwallenterprise.co.uk



Business Link
www.bldc.co.uk

