



# Hartlepool **Enterprise**

Issue 1 : March 2007

Dedicated to supporting business in the Hartlepool community

## **businessbrain**

The experts' top 10 reasons why businesses fail and what we can learn from it

## **asktheexpert**

The first on our panel of business experts provides answers to their most frequently asked questions

## **company profile**

We take an inside look at Curios Entertainment and its successes to date

# a warm welcome

Welcome to the first edition of Hartlepool Enterprise, the town's very own monthly business newsletter.

This is your newsletter, for you and about you. It will bring you up-to-date with news from the business community, along with success stories, company profiles, top tips and development opportunities.

See it as a networking extension to learn of other businesses relevant to your industry, and use it as an additional marketing tool to get your business heard about across the town.

Distribution is wide ranging across the Hartlepool business community, from small to large organisations, covering all industry types. To

get your name added to the distribution list, please get in touch and we'll ensure you get a copy of Hartlepool Enterprise every month.

For advertising information and bookings, please call or email us on the details below. If you want to contribute towards an article, comment on the newsletter or would like to feature as one of our profiled

businesses, again we would love to hear from you.

For all enquiries relating to Hartlepool Enterprise, please contact Andrea Miles or Janet Day at Brougham Enterprise Centre on **01429 867677**. Alternatively you can email [janet.day@hartlepool.gov.uk](mailto:janet.day@hartlepool.gov.uk) or [andrea.miles@hartlepool.gov.uk](mailto:andrea.miles@hartlepool.gov.uk)

## new look for Brougham Enterprise Centre

"How to transform a Victorian school into a modern facility for small businesses in Hartlepool?" This was the challenge facing the Enterprise Team at Hartlepool Borough Council and with 12 months of alterations at Brougham Enterprise Centre now nearing completion, it seems that they have been successful!

**The school was originally built in 1896, and became an Enterprise Centre in 1992, primarily offering start up units for new businesses. Over the interim years, the Centre has proved to be hugely successful in helping businesses start and develop within Hartlepool.**

Andrea Miles, Enterprise Manager at Hartlepool Borough Council explains:

"The Centre had about 40 units to rent and housed many different types of businesses within it. However, despite the fact that the Centre had been operating for over 10 years, it still felt very much like an old Victorian School. A considerable amount of investment was required to bring it up to standard. The Centre had always been well

occupied, however its primary aim was to help businesses start and become established and as such the rent was set at a level which was very affordable at first and increased over a period of years to help businesses through those difficult early years.

The alterations have made a huge difference to the Centre, with improved facilities for the businesses, improved conference facilities and a new modern reception area."

Andrea went on to explain that of paramount importance was the need to maintain the friendly atmosphere of the place.

"The businesses in the Centre have an open door policy with one another for the most part. People are constantly popping in and out of each other's offices for advice or just a bit of friendly chat. We have tried to

ensure that we have maintained the same feel and that the businesses will still keep that sense of being able to help and support one another."

"We are extremely grateful for the support from Tees Valley Partnership, ONE North East and Neighbourhood Renewal Fund, who provided the bulk of the funding for the project. My main task now is to try to get the centre back to some kind of normality after what seems like the longest year ever."

Mick Emerson, Principal Economic Development Officer for business, said "Brougham Enterprise Centre is a great place to work; we meet such interesting people with some brilliant business ideas."

Anyone interested in the new facilities at the Centre should contact Andrea Miles or Janet Day on **01429 867677**.

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# businessbrain

This feature offers expert business advice, offering tips and ideas, or exploring the support available to Hartlepool businesses. The first Business Brain explains why so many new businesses struggle to achieve long-term survival.

**Don't be another business failure! Every year tens of thousands of businesses get into financial difficulty, many of which are unable to recover and ultimately close down. Only 60% of new start-up businesses will survive their first 3 years and only a small number last more than 20 years.**

So why do these businesses cease trading and what can we learn? Here are the first 5 in the countdown of the top 10 reasons why businesses fail, according to the experts.

## 10 Lack of Planning

Many businesses do not have a vision of where they want to be, nor do they set objectives, milestones and targets to measure performance against. Businesses that fail to plan, plan to fail.

## 9 Lack of Market Research

Too many businesses start up without understanding their market, their potential customers' needs and expectations or how they will reach them.

## 8 Lack of Capital

Numerous new businesses simply underestimate the costs involved in setting up a business and the working capital needed to sustain trading. Inevitably, things rarely go according to plan, sales don't reach expectations and costs are higher than expected and soon the business runs out of cash.

## 7 Wrong Location

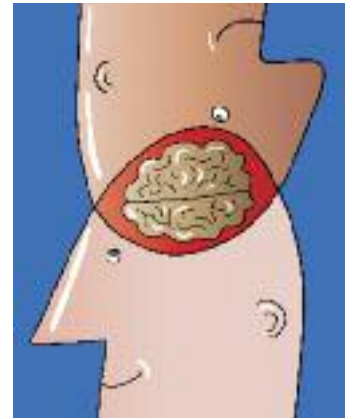
Particularly pertinent to the retail sector, which incidentally has one of the highest failure rates of all business sectors.

Eager to start-up, many business owners do not check out their lease details and find they are tied in for long periods. Remember the adage: Location, Location, Location!

## 6 Lack of Skills

So many budding entrepreneurs do not have the technical and business skills required to run a successful business. They lack information, education, training, and knowledge to do the right things at the right time. They lose focus on important and priority issues and get involved in issues within their comfort zone which does not impact on the business. They fail to get help when required and do not learn quickly from their mistakes.

Find out the top 5 reasons in next times edition of Business Brain.



## Hartlepool Business Awards 2006

# bigger and better

Organisers of the 2006 Hartlepool Business Awards have had a phenomenal response following the official launch last year.

**Entries have been flooding in since the launch event which was held on 31 October 2006, and it is expected that a record number of applications will be received following the success of last year's ceremony.**

The 2006 Hartlepool Business Awards dinner takes place on 17th May 2007 at the Headland's Borough Hall. Local TV presenter Andy Kluz will comper the event, with Iain Wright M.P. presenting the prizes. The awards recognise the achievements of Hartlepool businesses of all sizes, and in addition to the obvious prestige an award can bring to a business, it is also believed to boost staff morale and increase overall sales.

Award categories cover training, export, best new start, service, retail,

community, ICT and manufacturing, each carrying a prize worth £1000. An overall business of the year will also receive an award worth £2000.

The Business Awards go back approximately 10 years and in 2005, the Hartlepool Business Forum organised the inaugural business dinner which was a huge success.

110 application requests were received in total for the 2005 awards, with 84 completed applications finally being submitted. But for the 2006 awards, the same number of requests had already been received by February with still over a month to go before the closing date. The number of tickets available for the ceremony in May has also been increased by 70 to accommodate the increased interest.

Hartlepool Business Awards Co-ordinator, John Megson, said: "The success of the ceremony is reflected by the fact that all 370 tickets were sold for May's awards dinner by the end of November 2006. There is a wide range of excellent businesses in Hartlepool and we would encourage them to apply for an award."

John added that there is a reserve list for those who have not managed to get hold of a ticket for the awards dinner.

It is still not too late to enter for an award; the deadline for applications is 19th March 2007. Application forms are available by contacting Brougham Enterprise Centre on **01429 867677**.



# It has long been recognised that good staff are fundamental to the success of many businesses,

and yet recruiting the right individual can be one of the most frustrating tasks for managers.

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# a fresh start

In each issue of Hartlepool Enterprise, we will take an inside look at a new Hartlepool business, how they got started and how they have progressed so far. In this issue, we focus on Adept Professional Services Ltd.

Adept Professional Services Ltd is owned and managed by 30-year old Kelly Adamson and has been operating since November 2006. Based in Hartlepool's Brougham Enterprise Centre, Adept is an innovative recruitment solutions provider, creating bespoke solutions for its clients.

Focussing on permanent recruitment, Adept specialises in leading Sales, Marketing, Accountancy, Finance, Human Resources and Business Management appointments.

Kelly's successful and impressive recruitment career commenced many years ago, when she accepted the role of Administrator, within a small, specialist consultancy. Kelly's achievements were such that she was promoted within eight weeks and headhunted nine months later by a global, leading recruitment business. Within six months of her employment as a Senior Finance Specialist, Kelly was awarded runner-up 'Employee of the Year' for the entire group. A staggering achievement.

Despite Kelly's recruitment career continuing to go from strength to strength, there were many times when she was frustrated by service levels and disappointed by a depth of consultation that to everyone else appeared acceptable.

Kelly eventually decided to change direction and accepted a role within the HR department of CJ Garland & Co. Ltd, prior to being hand picked by Chey Garland to work alongside her. Kelly recalls her former boss "Chey is just amazing, a real success

story and a true inspiration to all budding entrepreneurs."

In order to pursue her idea of how recruitment should be, Kelly decided to seek further academic development and from there, she went on to work for The Princes Trust, whilst also studying towards a part-time MBA and starting a family. During this time she gained a promotion and met Prince Charles at the Theatre Royal in London. During May 2006, Kelly was made redundant from her position as Business Manager, where she was responsible for a specialist recruitment group.

Adept Professional Services Ltd was incorporated on 8th August 2006 and officially commenced trading on 6th November 2006 - the day before her 30th Birthday.

Kelly explains: "May to November was a very busy time in terms of setting up the business, but luckily I had a very clear vision of what the business would be and how it would operate. I used my experience from the recruitment industry where I felt that some of the systems, procedures and interaction between stakeholders could and should be improved."

One of the biggest challenges for Kelly was locating the right premises. As a specialist recruitment bureau, Adept does not rely on 'passing trade' but in providing a quiet and comfortable place for candidates to visit and clients to occupy if necessary. Whilst budget was important, she did not want to sacrifice anything in return.

She says: "When I visited Brougham Enterprise Centre, I looked no further. A mixture of traditional and contemporary design, with spacious, bright and modern suites, it was perfect. We now occupy a large suite, for the same budget that would secure a broom cupboard elsewhere."

Kelly also acknowledges that running your own business involves having to do many things that are done for you as an employee, and that there is wide range of knowledge and skills to acquire. She has been able to achieve this though, with the help of various support agencies and groups.

"The support that I have received to date has been invaluable, from Hartlepool Borough Council, Hartlepool College of Further Education, Business Link and the Women's Development Fund. As a resident of Hartlepool for almost ten years, I could not conceive establishing my business elsewhere."

Future plans for the business include directly employing industry experts within the next three months and increasing awareness of the services provided by Adept.

For more information on Adept Professional Services, you can contact Kelly on **0845 257 2281**, email **kelly@adept-ps.com** or visit **www.adept-ps.com**. For details on business accommodation and business advice, call Brougham Enterprise Centre on **01429 867677**.



**When I visited Brougham Enterprise Centre, I looked no further. A mixture of traditional and contemporary design, with spacious, bright and modern suites, it was perfect. We now occupy a large suite, for the same budget that would secure a broom cupboard elsewhere.**





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# appetising initiative for hartlepool restaurants

An innovative scheme has been launched in Hartlepool to boost the town's reputation as an exquisite dining destination within the Tees Valley and North East England.

**Town restaurant businesses have come together to form a networking and focus group under the banner of the 'Hartlepool Restaurant Initiative'. So far the group has met twice at meetings arranged by the Tourism Team at Hartlepool Borough Council's Economic Development service. Each meeting is used to discuss opportunities for marketing initiatives, topical legislative issues, business support programmes and much more.**

Hartlepool can already boast a wide range of quality restaurants, in a sector which has grown rapidly. In fact within the marina development alone there are more than 20 places to enjoy something to eat. Following the success of the second edition of the 'EAT' Hartlepool dining-out guide, eating out has become an important marketing message for promoting Hartlepool to a wider audience and attracting new visitors into the town. The Tourism or

Visitor economy is currently worth in excess of £38 million per annum and this figure is growing year on year - the sector employs nearly 1,000 people directly in the town.

One of the key aims of the initiative is to optimise the work between Hartlepool College of Further Education and the town's businesses. The first project has seen three restaurants sign up to give students a master class demonstration at the college in preparing dishes they would not otherwise learn about. The students will then have a few weeks to perfect the dishes before serving them to an invited audience within the college bistro where they will recreate the full restaurant experience from front-of-house to kitchen preparation. The college is also working to develop bespoke training for town restaurants to train their employees to better understand their own wine-lists so they can best inform diners' choice.

The next meeting of the Hartlepool Restaurant Initiative takes place at Hartlepool Art Gallery and Information Centre on Monday 30 April 2007, and is open to all Hartlepool restaurant and food businesses. At the same time, work is underway in producing 'EAT' 2007/8, the third edition of the successful eating out guide. This year 20,000 copies will be produced and circulated within Hartlepool and the sub-region, and the guide will also be made available for download on the popular website [www.destinationhartlepool.com](http://www.destinationhartlepool.com) which attracts in excess of 20,000 unique visitors each month. The second edition of the guide was downloaded over 500 times.

If you or somebody you know would like to find out more about the Hartlepool Restaurant Initiative or about inclusion in the new dining-out guide, simply call Harland Deer in the Tourism Team on **01429 284031**, or email [harland.deer@hartlepool.gov.uk](mailto:harland.deer@hartlepool.gov.uk).

## snapshot

### Work Starts on Queens Meadow

Work is officially underway at Queens Meadow Business Park on a £6.2 million development of new business units. Rivergreen Development's first phase plans are to build seven new units at the prestigious Business Park which will complement the recent Innovation Centre built by UKSE. The development will hopefully attract new businesses to the site and potentially create 150 new jobs for the town.

The new premises will be ready in the autumn and will provide office accommodation and production space ranging in size from 4,424sqft to 9,810 sq ft.

### Award Success

For the second year running, the Retail Award at the Best New Business Awards event held at Middlesbrough's Riverside Football Stadium on 6 February was won by Scott Phillips of Premier Lake Balls, which is based at Brougham Enterprise Centre. Congratulations to Scott.

Congratulations also to Barbara Williams of Respect Counselling and Mentoring, who won the Community Award at the event. Respect Counselling and Mentoring aims to improve the quality of life for young people aged 11-19 in the Hartlepool area.



# coffee break

In the first of our short coffee break interviews, we speak to John Megson, Co-ordinator of Hartlepool Business Forum and Hartlepool Business Awards.

**Q** What did you do prior to working in Hartlepool?

**A** My main career was in banking, starting in the early 60's with Midland Bank in Bedale, my home town, with my final role upon retirement managing Middlesbrough's six HSBC banks.

**Q** What work have you been involved in at Hartlepool?

**A** I originally signed a contract to be the Chief Executive of the Hartlepool Enterprise Agency for 18 months and it lasted for 7 years! I am now operating from the refurbished Brougham Enterprise Centre, assisting with various Local Authority Grant Schemes.

**Q** What are your current roles?

**A** I coordinate both the Forum and the Awards project which is quite demanding with two separate steering/organising groups. I am also Deputy Chairman of the Trincomalee Trust, Chair of the Fundraising and Finance sub-groups and Chair of the Friends of Trincomalee.

**Q** What has been the most interesting event you have been involved in?

**A** In January 2001 I took the opportunity to embark on an expedition trip to the Antarctic visiting the Falkland Islands, South Georgia, The South Orkneys through the Weddell Sea to the Antarctic Peninsula on board a Russian manned Ice Breaker. I also visited the Arctic in 2006.

# company profile curios entertainment

When you look at the success Curios Entertainment has achieved, it is hard to believe that they are only celebrating their fifth birthday this April. Winners of numerous prestigious awards and involvement with leading television production companies, they have already achieved much more than many businesses do in a lifetime.

**Curios Entertainment is based on Lower Church Street in Hartlepool and provides arts and animation services for computer games and television. Owned and operated by Niel Bushnell and wife Diane, the business is committed to nurturing and growing budding animation talent within the region.**

Niel is well experienced in the film, television and game industries, having worked predominantly as an animator and concept artist. After leaving college, Niel trained in London at the highly regarded Uli Meyer Studios, a 2D animation and FX house. While there, Niel worked on numerous commercials, TV projects and several feature films, including Space Jam for Warner Brothers and Lost in Space for New Line Cinema.

Curios was set up in 2002 and now employs eight full time staff, as well as several freelance artists as and when required. Work to date includes involvement in the production of the Blake's 7 DVD, Hyperdrive series 1, Spooks series 5, as well as a number of pop promo animations and television commercials.

Curios was heavily involved in Mersey Television's production of spy action thriller "The Outsiders" which was aired in October 2006 on ITV 1 and starred Eastenders heart-throb Nigel Harman. The 90 minute movie demanded various computer-generated action scenes which were too dangerous to film for real, and Curios were given the challenging task of transforming the Liverpool Docklands film set into a number of alternative locations such as Paris and Malta

Delighted with their work, Mersey Television requested Curios's services again for the production of their newest comedy, "Bonkers" which

stars Liza Tarbuck and Full Monty actor Mark Addy. The series hit ITV 1's screens at the beginning of February this year, and included a number of fantastic dream sequences and animations, produced by Curios digital artist Chris Chatterton. In addition, an entirely fictitious cartoon programme was devised, "The Telly Bears", which the Bonkers characters watched as part of the show.

Not content with providing services to leading film production companies, Curios have also started to develop their own intellectual properties, the first of which is Farmageddon, the story of a bizarre farm where dinosaurs live alongside more traditional farm animals. A development grant has been received for the project, from Northern Film & Media, which has enabled Niel and colleague Gordon Fraser to produce a two-minute trailer to showcase at a top animation festival in Cannes. It is hoped that the trailer will be viewed by production companies, resulting in an offer to commission the full series. Curios have also transformed Farmageddon into a daily comic strip which is emailed to subscribers all around the world every day. To subscribe go to [www.farmageddon.tv](http://www.farmageddon.tv) and fill in a simple form.

Curios has received a range of awards for its animation work, including the Tees Valley's Best New Business Award 2004 and the DVD Presentation of the Year Prize at the Cult TV Awards 2004. More recently, Matt Turner, the company's 3D artist, won the Professional Excellence in Animation award at the 20th Royal Television Society Awards at the Sage, Gateshead in January 2007.

Curios is now close to completing production on the second series of Hyperdrive for BBC 2, and have a number of further projects planned for the future. Watch this space!

the business is committed to nurturing and growing budding animation talent within the region



# ask the expert

In this feature, our panel of business experts answer the most frequently asked questions from their industry. This month, we start with Robert Jones, Managing Director of design agency Northern Creative.

**Northern Creative produces every conceivable type of marketing materials from brochures through to exhibition systems but without doubt the biggest mystery to clients is web design and the lack of understanding of the process...**

Here I have tried to outline some of the most popular questions we get when a client first calls.

## Q How much does a website cost?

A Quite simply how long is a piece of string, the cost for building a website comes from the time it takes to produce it. The cheapest type of sites are brochure sites with just a few pages and images usually with a small amount of company and product information. At the other end of the scale are large content managed sites where clients create and maintain their own information and

e-commerce productions. One thing to bear in mind is that you shouldn't pay too little, if someone offers you a website for under £500, please beware.

## Q How do I register a domain name?

A There are numerous ways to do this, the most popular being online. My advice to you though is don't dash into it and buy from the cheapest place you find, it should only cost you around £15-20 anyway. I suggest you speak to your chosen design agency first as they will have a preferred supplier that makes their administration easier. This will result in a smoother workflow and reduce any potential delays with domain name transfers. Always speak to your design agency for impartial advice on domain names; it will benefit you in the long run.

## Q Can you help me plan my website?

A Of course we can, however in the early stages it will be beneficial for you to sit and carry out some preliminary work. I suggest that you list all the pages that you would like to have then start creating a structure in the form of a family tree with the home page right at the top. You will then need to consider the 'functionality' you would like on each page such as client logins, data capture, search functions and any pages that you would like to be able to update yourselves through content management systems. This will help you get accurate pricing when you search for a supplier as they will understand more thoroughly what you are after.

I suggest that you list all the pages that you would like to have then start creating a structure in the form of a family tree

Robert can be contacted on **01642 373473** if you need any questions about web design answering.

# what's your story?

Ever wondered how top managers and business leaders got to where they are now? This feature takes an inside look at the head of a successful Hartlepool business, to find out how they made it to the big time. For this month's issue, we visited Peter Olsen of Horwath Clark Whitehill.

**Peter Olsen is the Chairman of accountancy firm Horwath Clark Whitehill (North East), based on Victoria Road in Hartlepool. The practice is an Associate Member of the Horwath Clark Whitehill UK Group, and represents the entire North East of England region.**

Founded in 1885, the firm is the longest established chartered accountants in the area. Clients range from individual business people to companies with turnover in the region of £100 million, with activities including anything from tax returns to a full accountancy service and strategic planning. The practice comprises of six partners, with 50 employees in total, and prides itself on long running contacts between managers and clients.

Peter was born in West Hartlepool in 1948, and was educated in the Yorkshire Dales when his parents moved there in his early childhood. From school, he trained as an accountant in the Yorkshire Dales and moved back to Hartlepool when a job opportunity became available. He began work at one of Horwath Clark Whitehill's predecessor firms in 1973 and has never looked back since!

Over the years, the practice has grown to become one of the major accountancy firms in the Tees Valley and the North East of England. They have become leading advisers to family and owner-managed businesses in all tax, accounting and business development matters.

Regarding the success he has achieved in his career, Peter said: "I would put that down to giving a personalised and involved service to each and

every client. My advice to young professionals would be to make available all of the skills and knowledge that you have acquired to offer an unbeatable service to your clients."

In addition to his work commitments, Peter is also Chairman of Housing Hartlepool and Chairman of the local Chamber of Commerce, as well as being involved in local rugby, cricket and golf clubs. He is due to retire in two years' time, when he plans to play golf, spend time at his holiday home in Spain and carry out voluntary work such as a non-executive directorship.

When asked about the long-standing perception of accountants being boring, Peter replied: "Perhaps this is true whilst we are at work, but it's a known fact that accountants have the best Christmas parties and we really know how to let our hair down!"



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**Marketing your Business on the Internet & the Essential Guide to ICT Security**

To be announced

17 May 7.00pm  
 The Borough Hall, Middlegate, Hartlepool

**Hartlepool 2006 Business Awards Dinner**

Compere:- Andy Kluz  
 Awards Presenter:- Iain Wright M.P.  
 After Dinner Speaker To be announced.

**John Megson** Hartlepool Business Forum  
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**We hope that local business representatives will turn out in force to find out for themselves the types of opportunities that this exciting new project will create.**

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## whipping up opportunities for building sector in hartlepool

Locally based sub-contractors and materials suppliers from Hartlepool and surrounding areas are being invited to find out how they can get involved in a major £23 million construction contract over the next 2½ years.

**Organised by Hartlepool Borough Council in association with George Wimpey North Yorkshire, this event will highlight opportunities for local building sub-contractors and materials suppliers on one of the largest construction contracts in the region.**

The event will take place at Belle Vue Community Centre at 5:00pm (light buffet) for 5:30pm start on Tuesday 27th March 2007 and will begin with a short presentation outlining the North Central Hartlepool Housing development scheme. This scheme will see the demolition of around 270 properties, to be replaced

with approximately 170 new houses of various types, together with the creation of some new open spaces.

The presentation will be followed by an opportunity for discussion with a number of representatives of the main contractor and other prospective customers.

Mick Emerson of Hartlepool Borough Council said that this is an important opportunity for local businesses in the construction sector.

“We hope that local business representatives will turn out in force to find out for themselves the types of opportunities that this exciting new project will create. This

development will see the face of Central Hartlepool changing and we want to ensure that as many Hartlepool businesses as possible benefit from this considerable investment in the Town. The type of work to be undertaken is obviously widespread and this event is therefore important for any businesses in the construction sector.”

Booking will be essential for this event, and any businesses wishing to attend should contact Janet Day or Sue Stephenson at Hartlepool Borough Council on **01429 867677** or e mail **janet.day@hartlepool.gov.uk** or **sue.stephenson@hartlepool.gov.uk**

## want to advertise in the next edition of hartlepool enterprise?

Alternatively, if you have any items that you think would make a good article, or you would like to send us your comments on the first edition of Hartlepool Enterprise, please contact us at:

**Brougham Enterprise Centre,**  
Brougham Terrace, Hartlepool TS24 8EY

email: **andrea.miles@hartlepool.gov.uk**

**janet.day@hartlepool.gov.uk**

tel: **01429 867677**



## dates for your diary

**Hartlepool Business Forum forthcoming events**

29 March 5.30pm  
**Stress in the Workplace**  
Tees & Hartlepool Yacht Club, West Harbour, Hartlepool

26 April 5.30pm  
**Marketing Your Business on the Internet & Essential Guide to ICT Security**

17 May 7.00pm  
**Hartlepool 2006 Business Awards Dinner**  
The Borough Hall, Middlegate, Hartlepool  
Compered by Andy Kluz, awards presented by Iain Wright M.P.

