

Issue 3 : May 2007

Hartlepoolenterprise

Dedicated to supporting business in the Hartlepool community

business awards special!

Catch the highlights of the Hartlepool Business Awards in this special edition

company profile

See what goes on at jewellery retailer Mobeus

what's your story?

We pay a visit to Antony Steinberg of Hartlepool Borough Council

PHOTOGRAPH: AQphotos.com / Dawn McNamara

welcome

Welcome to the third issue of Hartlepool Enterprise, the town's new monthly business newsletter.

Hartlepool Enterprise aims to bring you up-to-date with news from the business community, along with success stories, company profiles, top tips and development opportunities.

This issue pays special attention to the Hartlepool Business Awards ceremony which took place on Thursday 17th May. The event was a huge success with the town's top businesses being recognised for their achievements in 2006. Our congratulations go out to all of the winners, and a big well

done to Deepdale Solutions Ltd who won the Business of the Year Award.

Keep telling us what your thoughts are on the newsletter, and why not share your success stories or business news with us? If you want to feature as one of our profiled businesses, would like to add a colleague to our

mailing list, or for advertising information please do get in touch with us.

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 andrea.miles@hartlepool.gov.uk or janet.day@hartlepool.gov.uk

business brain

This feature offers expert business advice, offering tips and ideas, or exploring the support available to Hartlepool businesses.

There is nothing to stop that client from coming back to you - but you simply didn't ask

If you don't look after your clients, somebody else will!

Bruce Caswell is a Fellow of the Institute of Sales and Marketing Management and an Associate of the Institute for Independent Business. In this month's Business Brain, he offers some top advice on how to prevent client attrition - the gradual loss of clients.

Studies show that a client will move on for one of four reasons:

- a bad experience or perceived indifference from the supplier
- a change to the normal buying routine
- the client no longer needs the product or service
- commercial reasons

Let's look at these one at a time.

If a client moves on because of a bad experience or perceived indifference, shouldn't you find out what happened? If you know, you can apologise and make amends. Clients who have problems that are fixed are often more loyal than those who never experience problems in the first place.

Imagine how impressed the client's associates will be when they hear how much you cared. But, even if you can't reactivate that client, at the very least, you can take steps to prevent whatever created the bad experience from happening again.

A client can easily get out of the routine of using your service. If the routine is a monthly appointment, but that appointment coincides with a holiday, a change in work schedule or period of illness, the client may simply get out of the habit of using you, and try someone else. There is nothing to stop that client from coming back to you - but you simply didn't ask.

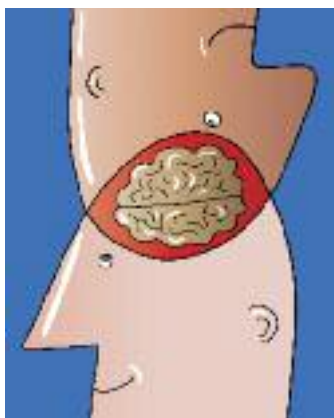
If the client no longer needs what you offer, but has been well served by you, ask for referrals. If every client who leaves can refer two new clients for you, then your business will continue to grow, no matter how many people move on.

Finally, commercial reasons. Organisations with high rates of attrition will often blame commercial reasons for losing

clients, when commercial reasons alone have been shown to represent only 10% of the reasons why clients leave. The biggest reason, accounting for 60-80%, is a bad experience or perceived indifference.

Often, all it will take to reactivate a client is a simple phone call, expressing that you are sorry the client is no longer using your services, you trust that they are still getting well looked after and the invitation that you will be delighted to be of service in the future, should the need arise. Follow up the telephone call with a card in the post, and a special offer, and you will be delighted at how many of your former clients start coming back.

Bruce Caswell can be contacted on **01429 864803** or through Brougham Enterprise Centre on **01429 867677**.



A fresh start

Anna Campbell has been a hair stylist since leaving school at the age of 16. Following redundancy from work, find out how she turned potential catastrophe into business success...

32 year old Anna is a Hartlepool local and has lived here all of her life. She started her hairdressing career at a salon within Binns department store, and later moved to Fenwicks in Newcastle to work for the same company.

Anna held positions at Saks and Toni & Guy before securing a job with hair salon Vanity. She moved up through the ranks and became manager of the salon, until April 2006, when the company went into receivership and the staff were made redundant.

Anna explains, "It was such a big shock, nobody was expecting the news. But I decided straight away that I didn't want to work for anybody else, and saw it as chance to start my own business.

"There was an obvious business opportunity to be taken, as Vanity's entire client base were now looking for a new hair stylist in the area."

The move to set up her own salon happened very quickly

for Anna, and she was open for business by the beginning of August 2006. She employed a number of stylists from her previous job, as well as maintaining many of her existing clients.

She found premises on Victoria Road, formerly the site of The Property Shop, which provides an ideal location for business, with many passing vehicles and pedestrians. This, coupled with word of mouth recommendations, has helped Anna Campbell Hairdressing to develop and grow. The company now employs five members of staff compared to just three last year, and Anna is now looking to employ an additional person. She has a wide client base of all ages, with some coming from as far as Harrogate to have their hair styled by Anna and her team.

A great deal of advice, support and funding was received to help set up and establish the business, for which Anna is exceptionally grateful. Business support agency Inbiz helped Anna to identify the funding available to her, and as a result she secured £500 from the

Women's Development Fund towards the external shop signage, £1500 from the Hartlepool Economic Development Fund for fixtures and fittings and an ICT grant via Hartlepool College to help with her computerised systems and communications.

Anna has found the transition into self employment relatively straight forward and has suffered no serious problems. She concludes, "In a way I wish I had done this earlier, but on the other hand I would always recommend to work as an employee first, to gain experience and to build a loyal client base."

Anna Campbell Hairdressing provides a full hairdressing service to ladies, gents and children, offering top quality styling at an affordable price. They are located at 12 Victoria Road and can be contacted on **01429 262709**. For information on support available to new businesses, call Brougham Enterprise Centre on **01429 867677**. Inbiz can be contacted on **01429 865441**.



I would always recommend to work as an employee first, to gain experience and to build a loyal client base.



Top Hartlepool Businesses Recognised in Annual Awards

The cream of Hartlepool businesses was on show at the town's annual Business Awards 2006, which took place on Thursday 17th May.

The fact that a town of Hartlepool's size has its own Business Awards is very commendable and reflects the success, diversity and ambition of its businesses.

The awards dinner was held at The Borough Hall in Hartlepool and was attended by over 370 people from the local business community. Nominations were put forward from 102 businesses in total, which were shortlisted down to just three entrants across the eight categories by the Awards Panel.

Andy Kluz of Tyne Tees Television acted as Master of Ceremonies for the evening, who gave a well-received welcome speech and closing remarks at the end of the awards presentations.

The guest speaker of the ceremony was Clive Gott, a former fire fighter and adventurer who tours the speaking circuit to inspire and train others to help them achieve life success.

Each of the winners collected a cash prize of £500 with their awards, which were presented by Hartlepool M.P. Iain Wright.

The highest accolade, Business of the Year 2006, sponsored by HSBC, went to Deepdale Solutions Ltd (pictured below) who picked up a prize of £1000. Led by Les Pearson, the company designs, manufactures and installs aluminium curtain walling, doors and windows for the construction industry. In a surprise move, Deepdale Solutions chose to donate their prize money from this and from the award they also won for manufacturing to one of the event's designated charities, Hartlepool and District Hospice.

Further charitable donations were received through collection envelopes, a raffle and auction, totalling an impressive £3780. This will be split equally between the Hospice and Age Concern.

The Hartlepool Business Awards are organised by networking group Hartlepool Business Forum, with support

from Brougham Enterprise Centre in the town. The centre provides advice, support and start-up accommodation for new businesses.

Hartlepool Business Awards Co-ordinator, John Megson, said: "The awards ceremony was a great success and it also provided an excellent opportunity for delegates to meet and network after the event. The fact that a town of Hartlepool's size has its own Business Awards is very commendable and reflects the success, diversity and ambition of its businesses."

DVD videos of the Business Awards are available to purchase from Aspire New Media by calling **01429 426239**. Still photographs can be purchased from Aquilegia Photographic, telephone **01429 423165**.



Awards Winners

Borthwick Memorials Ltd - Retail Award

sponsored by Yorkshire Bank and Enterprising Hartlepool

Curios Entertainment Ltd - Service Award

sponsored by Tilly Bailey & Irvine

Deepdale Solutions Ltd - Manufacturing Award

sponsored by Horwath Clark Whitehill

Platform Lift Solutions Ltd - Best New Start

sponsored by Business Link

Exwold Technology Ltd - Export Award

sponsored by the North East Chamber of Commerce

Joel D Kerr Funeral Services - Community Award

sponsored by the Hartlepool Mail

Specsavers Opticians - Training Award

sponsored by the Learning Skills Council and Hartlepool Business Development Centre

Infotech 24/7 Ltd - ICT Award

sponsored by the University of Teesside

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Clockworks

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Clive Gott Ltd

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Hartlepool United Football Club

Signed Football

Middlesbrough Football Club

Foliage Display

Stranton Nursery Gardens

Hartlepool United Print x 2

La Mirage



coffee break

This month, we chat with **Margaret Hudson from Owton Fens Community Association.**

Q What are your roles in the business community?

A I am the Outreach Enterprise Advisor for Owton Fens Community Association, which is a registered charity. My role is to provide IAG (information advice and guidance) to residents who are interested in self employment. I inform them of the available funding packages in Hartlepool and the criteria required to apply. We discuss business plans and other elements that are required in self employment.

Q What is your career background?

A I have worked in manufacturing, service and retail outlets and have had my own business. 15 years ago, I was invited to work for a private company to deliver quality start up business advice, and some of these businesses are still trading today in Hartlepool. Because the law and legislation continually changes, I attend many business courses to update my own skills and knowledge to pass on to clients.

Q What is your advice to new business starters?

A Don't ever be frightened to ask questions.

Q Tell us something interesting about yourself!

A I enjoy time in my garden which is therapeutic and a great stress buster. I have a lovely family, a job I enjoy and good friends. I work and meet with some great people - as the song goes, "Who can ask for anything more!"

ask the expert

In this feature, our panel of business experts answer the most frequently asked questions from their industry. This month Ken Harrison, a Consultant in Health and Safety, covers the questions that affect businesses both small and large, all of which must meet the relevant legislation by the Health and Safety Executive.

Health and Safety is often seen as a "nice" part of the business plan and in many cases companies do not have one until they have been established for many years. It is important that Health and Safety is given high priority in the business plan, and also in every business decision that is made, to ensure all risks are assessed.

Q Why do we need a Health and Safety Policy?

A A Health and Safety policy is a legal requirement where five or more people are employed. Many companies with less than five employees also require a policy especially if they are a sub-contractor to other companies, educational organisations or local authorities, as it will be required during the tendering stage of the project.

The policy document will reflect the company's aims and objectives. Be specific to the company and its operations and include details on the responsibilities of individuals within the company. Detail what arrangements are in place for ensuring that Health and Safety is implemented within the company and ensure this is kept up to date.

Involve employees in the creation of the document, as they often have expert knowledge in the work environment.

The policy should cover all the Health and Safety regulations that

are appropriate to your business such as risk assessment, accident reporting and stress.

Q Why do I have to carry out a Fire Risk Assessment of my Premises?

A Many owners and managers are still unaware that it is now their responsibility to carry out a fire risk assessment of the workshops, factories or offices they own.

They think they are still covered under the fire certificate issued by the local authority and that the local fire service will carry out this assessment. In 2005 the law changed, the Fire Precautions Act 1971 was replaced with the Regulatory Reform (Fire Safety) Order 2005 (the Order).

If you have made no material alterations to your premises and all the fire precautions have been properly maintained, or the last assessment was carried out under The Fire Precautions (Workplace) Regulations 1997 as amended 1999, and your existing assessment is up to date, it is unlikely you will have to make any significant improvements. You still have to carry out fire assessments annually and record that these have been done.

Information on both the safety policy and fire assessments can be obtained from the Health and Safety Executive at www.hse.gov.uk. New businesses can obtain a Health and Safety starter pack from the HSE at a cost of £35 (code number ISBN0717662101) - telephone information line **0845 345 0055**.

Involve employees in the creation of the document, as they often have expert knowledge in the work environment.

company profile Mobeus

This month, we take a look inside award-winning jewellers, Mobeus for our company profile. Offering a unique and exclusive range of jewellery to its customers, we see why owner Mark Lloyd has hit gold with this fascinating business venture.

Founded in 2000, Mobeus set out with the philosophy of providing exclusive but not expensive jewellery, made to the highest of standards. Owner Mark Lloyd is a qualified goldsmith with more than 20 years experience, which includes working with precious metals and valuable gem stones. By 2004, the business had outgrown its original premises, and moved to its current location on Park Road in Hartlepool.

Mark first started out in the industry as an apprentice to an established jeweller in Hartlepool, and following a period of time out of the area, he decided to return to the town and take the plunge with his own business.

The company's name is derived from the 17th Century mathematician, Augustus Ferdinand Möbius, who first discovered the science behind forming a two dimensional surface with only one side. It was named the Möbius Strip, a never ending cycle into infinity, which ties in with the wedding band, one of Mark's best sellers.

Mobeus specialises in diamond set wedding rings and bespoke engagement rings, and is able to create unique jewellery designs from scratch according to the customer's

personal requirements. Existing items can be restored, repaired or modified and Mark also offers part-exchanges on old jewellery.

The pieces which Mobeus sell are created on-site or sourced from local artists, local jewellery makers, or even from abroad, which means their entire range is 100% exclusive and distinctive. Suppliers are usually small companies who manufacture their own designs, although they must meet Mark's stringent standards for the highest of quality.

Unlike many high-street jewellers who produce multiple runs of the same item, Mobeus's emphasis is on one-off commissions, so that customers can purchase something different which nobody else will have or can copy. However, Mark does restock some popular items such as celtic and mackintosh, and plain wedding rings.

Mobeus's central location in Hartlepool enables its pieces to be fully showcased to shoppers, and allows customers to view their jewellery being crafted. Mark's vast experience and knowledge of the industry means that he is able to offer expert advice to potential clients, rather than the hard-sell approach which other retailers often adopt.

38-year old Mark explains: "The emphasis at Mobeus is to build strong relationships with customers and to earn their trust. This is important in our industry, as much of our business comes from returning customers, recommendations and word of mouth".

Mobeus has been in receipt of a number of grants over the past few years, which have helped him to improve security, an important factor at a jewellery store, and to carry out internal improvements to the shop. Mark was also able to employ David Phillips, now 26 years old, who he took on and fully trained as an apprentice. David is now a qualified goldsmith and helps to run the workshop side of the business.

The highlight of Mark's success to date transpired at the Hartlepool Business Awards dinner for 2005, where he won the award for Retail. Beating a number of other top Hartlepool retailers in his category, Mark was surprised but delighted to pick up the prize.

Mobeus are open for business Tuesday to Saturday each week at 120 Park Road Hartlepool. They can be contacted on **01429 221000** or alternatively visit **www.mobeus.biz**



The emphasis at Mobeus is to build strong relationships with customers and to earn their trust. This is important in our industry, as much of our business comes from returning customers, recommendations and word of mouth



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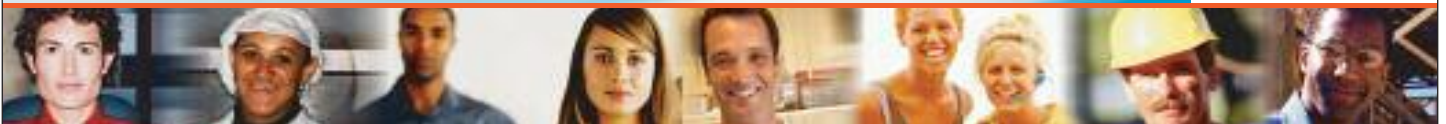
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In Hartlepool, we have helped set up 630 businesses since 2001. Our trained Business Advisers work with individuals and take into account their experience, skills and circumstances to ensure that our support fits their needs.

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- New Deal 25+ Self Employment
- New Deal 18-25 Self Employment
- New Deal for Partners Self Employment
- ESF Self Employment
- Sub Contractor for Business Link Start up Service

We continue to support individuals to ensure they can deal with the challenges they are faced with and successfully grow their business in the future.

Case Study

Sharon struggled to juggle a job around family commitments, so made the decision to become self-employed as it offered the chance of more flexible hours in order for her to spend more time with her family.

Sharon had the idea to create a business which supplied chocolate and champagne fountains for events. InBiz provided the support and guidance that are needed to get a business idea off the ground, and helped Sharon discover funding opportunities for her business.

Sharon has now completed the test trading stages and hopes to continue to expand the business in the future by employing two more members of staff. Above all, this opportunity has enabled her to spend more time with her family, as she was hoping, and has also provided a steady and comfortable income.

For free business advice and support, please contact your local InBiz office on:

Tel: 01429 865 441

e-mail: hartlepool@inbiz.co.uk

www.inbiz.co.uk

what's your story

This month's What's Your Story visits Antony Steinberg, Economic Development Manager at Hartlepool Borough Council. Discover how behind that professional local authority image, there is a budding rock star dying to get out!

Antony Steinberg is based at Bryan Hanson House in Hartlepool and is responsible for the Borough Council's Economic Development Team.

Services provided include support for new businesses to set up, for existing businesses to expand, and for relocating businesses moving to the town.

The team is also responsible for business accommodation, Economic Regeneration and enhancing the Tourism visitor market within the town.

Antony comes from Whitburn in Sunderland, and after leaving school he studied Business at Sunderland Polytechnic. His first job involved a move to the East Midlands, where he worked in Conservation at Leicester County Council, opening up rights of way and managing countryside access. In 1989, an opportunity arose to move back to the North East, where he joined Hartlepool Borough Council's Economic Development Team. Gradually he moved up the ranks, ultimately reaching the top position of Economic Development Manager.

Other business roles which Antony holds include membership on the Hartlepool Economic Forum, which is part of the Local Strategic Partnership and also a variety of regeneration work within the community and town centre.

When quizzed about the success in his role, Antony puts it down to holding a genuine interest in economics and the business world, which always helps! He enjoys reading books on the subject when he can to broaden his knowledge and explore new ideas. Effective delegation and maximising the strengths of his team are other critical factors.

He added: "I believe that working directly with businesses and being responsive to their needs is a vital component to providing an effective service. Achieving a thriving business community is certainly the way forward to enhance and develop the local economy.

"My advice to people considering starting their own business is to not underestimate the task in hand, but at the same time, to not let this deter them from going for it".

Antony's key aims for the future in Economic Development are to establish a diverse business community, to further develop home-grown business and to support and nurture the larger businesses in the area which are equally as important as the smaller enterprises.

When Antony isn't busy working on Hartlepool's economic prosperity, he enjoys spending time with his family - he has a 7-year old daughter and twin girls who are 5. He also has a keen interest in electronics and enjoys repairing valve equipment and building effects pedals for guitar use.

Another thing you may not know about Antony - he used to play guitar for local band Intermittent Blues, which specialises in blues rock and heavy rock. There is even talk of the band reforming, so watch this space for news on forthcoming gigs!

For further information on the Economic Development Service, Antony can be contacted at Hartlepool Borough Council on **01429 523503** or at **antony.steinberg@hartlepool.gov.uk**



My advice to people considering starting their own business is to not underestimate the task in hand, but at the same time, to not let this deter them from going for it



Mark challenges again for national award

Mark Rycraft, Manager of Hartlepool's Middleton Grange Shopping Centre, has once again been nominated for the top award in his field, against strong competition from all over the UK.

The SCEPTRE Shopping Centre Manager of the Year Award aims to reward the best practice and best people in the retail property industry in the UK and Ireland. The winner of this year's national award will be announced at a

ceremony at The Dorchester Hotel in London, on Wednesday 20th June.

Following Mark's win of the same award two years ago, whilst Manager of Crompton Place Shopping Centre in Bolton, he stands a great chance of picking up this valuable award for a second time. Pat Morgan, Editor of Shopping Centre Magazine, said: "Mark was a very worthy winner in 2005. He

succeeded in improving relationships with the centre's retailers and forged valuable links with the community."

Although Mark has only been at Middleton Grange for a year, he has already made a big impact on the performance of the shopping centre and ensures a top quality shopping experience for its visitors. Good luck Mark!



tasty new guide hits the shelves



Tourism bosses have announced the launch of the third generation of “EAT”, the comprehensive guide to dining out in Hartlepool. The new publication, produced in association with Hartlepool restaurant businesses showcases a staggering 32 options for quality dining. It features renowned restaurants such as “Krimo’s” on Hartlepool Marina, as well as new enterprises such as “Lungomare”, a new Italian eatery in Seaton Carew.

//
**Dining out in
Hartlepool is a
growing fashion**
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To promote Hartlepool’s expanding food offer, 35,000 of the free guides have been produced and will be available throughout the Tees Valley. The guide is also available for download from the popular visitor website www.destinationhartlepool.com

Harland Deer, Marketing Assistant for Hartlepool Borough Council’s Tourism

Team, said: “Dining out in Hartlepool is a growing fashion - the choice of quality locations and worldwide cuisines make eating out a strong marketing tool to attract visitors into the town. The guide is complemented by a sound distribution strategy and marketing campaign which businesses are buying into with confidence.”

This is the third year running the guide has been produced, and this year’s edition includes six new entries as well as a selection of mouth-watering recipes for people to try at home.

For your free copy of EAT, please call the Hartlepool Tourist Information Centre on **01429 869706**, or download a copy from www.destinationhartlepool.com



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“Inspire” Degree Show 2007

Local design students are urging Hartlepool businesses to view their work at a degree show next month.

The “Inspire” exhibition will be on public display at Hartlepool Art Gallery on Church Square from 7th June, with a special preview night taking place on 6th June. Local businesses have been invited to attend as VIP guests from 5pm-7pm on the preview night, with students’ friends and family joining them from 7pm onwards.

The work on display has been crafted by students from Cleveland College of Art & Design on the BA (Hons) Textiles and Surface Design course, which is a higher education degree delivered in partnership with the University of Teesside.

There will be a wide range of art and design work on display, including original hand printed wallpaper designs for domestic and contract interiors, intricate contemporary embroidery for couture and catwalk fashion collections, and craft products.

In addition, there will be a variety of surface designs for the gift industry, which includes work completed as part of a project for Hallmark Plc. As a result, two of the students have secured work placements this summer with the company.

Course tutor, Lianne Hubbert explains, “The students would like to invite local industry and businesses to preview their

work and to chat with them in the gallery. They look forward to receiving useful feedback and advice to help them with their work and future careers.”

The exhibition aptly named “Inspire” promises to be a truly inspirational and colourful event and runs until 17th June.

For further information, Lianne can be contacted at Cleveland College of Art & Design on **01429 422000**. Hartlepool Art Gallery is open Tuesday-Saturday 10am-5.30pm and Sunday 2pm-5pm (closed Mondays).



want to advertise in the next edition of hartlepool enterprise?

Or perhaps you would like to contribute towards a future article or send us your comments on the newsletter.

You can contact us at:

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janet.day@hartlepool.gov.uk

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