



BOTT TO HOST BEACONS IN BUDE

Leading business directors given opportunity to learn about enhanced support service from Business Link's new Head of Convergence, Alex Nicholas

Beacon-accredited Bude-based manufacturer Bott Limited is to host the September South West Beacon Boardroom, which brings together leading Cornish businesses to discuss the current trading environment and share knowledge.

The leaders of the region's Beacon companies will also benefit from the opportunity to hear and contribute to a discussion led by new Business Link Head of Convergence Alex Nicholas on plans to help stimulate the economy of Cornwall and the Isles of Scilly by focusing intensive support derived from EU funding on the county's most innovative and dynamic businesses.

Beacon South West is a key business initiative of the South West of England Regional Development Agency (SWRDA) which aims to put the regions' leading businesses at the forefront of economic growth. Beacon Boardrooms offer a unique environment which brings together companies from a diverse range of industries, and with a proven track record of success, to promote good practice, share ideas and exchange experience.

Hosting the September Boardroom at their premises on 8 September, Bott Limited has been a leading contributor to the Beacon initiative since 2006. Bott helps create better working environments by providing in-vehicle and workshop storage and fitments. Bott gained its Beacon status by delivering on its business growth strategy to increase turnover and profitability through product innovation, customer service and satisfaction, environmental concern and constant attention to employee rewards and participation in the business. Throughout his involvement with Beacon South West Clive Woodward, Bott chief executive, has always been keen to share his successful strategies to benefit the performance of other organisations

Clive said: "I am delighted to welcome leading Beacon managing directors, together with Alex Nicholas, to our Beacon South West Boardroom in September. It is true, times are challenging, but it is only through sharing expertise and best practice that we can thrive as businesses and help maintain Cornwall's position as a foremost

county in which to do business. We look forward to learning more about how our skills developed as Beacon companies can help seize the opportunities to boost dynamism and innovation in the region.”

Sue Baker, project director for Beacon South West, added: “We were happy to welcome Clive and Bott as a Beacon company three years ago and are pleased they have offered to host the September Boardroom

“As well as sharing experiences and best practice with peers, The South West Boardroom has been particularly successful; encouraging some high profile companies in Cornwall to develop partnerships and stimulate regional growth by coming together to develop new products. For example, Chalky’s Bite beer produced by Sharp’s Brewery is the result of a partnership with Rick Stein’s Seafood Restaurant and in fact is named after Stein’s dog Chalky!”

For further information please contact 0845 600 9966 or email Beacon Boardroom South West facilitator Colin-Spencer Hasley at colin.halsey@beaconsw.org

To find out more about Beacon South West, including joining the initiative, please visit www.beaconsw.org

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Date of issue:

Note to editors:

Beacon South West brings together some of the South West’s most forward thinking and ambitious companies to promote success and spearhead the growth of the region. A key business initiative of the South West of England Regional Development Agency, Beacon South West is an award given to those companies who can demonstrate outstanding achievement across a range of criteria, including significant improvements in productivity and performance, profitability, work culture and innovation. Beacon South West members play an important role in cultivating enterprise excellence in the region. <http://www.beaconsw.org>