

# Inspire10 Business Awards Special

Sponsored by **RSM! Tenon**

## INSPIRE10

Awards &amp; Business

### Roll of Honour

**Business of the Year** – sponsored by Wilding Butler – winner: Central Heating Services

**Lifetime Achievement** – sponsored by Phillips Solicitors – winner: Roy Sands (pictured)

**Employer of the Year** – sponsored by HW Chartered Accountants – winner: Shire

**Service Excellence** – sponsored by Southern Communications – winner: Anvil Arts

**Entrepreneur of the Year** – sponsored by RSM! Tenon – winner: Gary Livingstone

**Exporter of the Year** – sponsored by HSBC – winner: MiniTec UK

**Young Business Person of the Year** – sponsored by Hampshire County Council – winner: Rob Walker

**New Business of the Year** – sponsored by the ESCAPE – winner: Andwell Brewing Company

**Sustainable Business of the Year** – sponsored by Veolia Environmental Services – winner: Festival Place

**Rural Business of the Year** – sponsored by Simplicity Conferencing – winner: Newlyn Farm Shop

**E Business of the Year** – sponsored by UK Trade & Investment – winner: What's On 4

**Micro Business of the Year** – sponsored by North Hampshire Enterprise – winner: Coronet Turf



## Micro Business of the Year Award – sponsored by North Hampshire Enterprise Winner – Coronet Turf

**T**HERE must have been some green magic in the air for Claire and James Hewetson-Brown, who run Coronet Turf.

The award-winning company has supplied turf for all the Harry Potter films, as well as for *Alice in Wonderland* and *The Avengers*.

The business has also supplied environmentally-produced turf for commercials, theatres, floors for office parties and bars, along with garden shows, as well as for the Natural History Museum and Maidstone Prison.

The business, based at Ashe Warren Farm, Overton, which involves just five people, was a finalist last year, but this year went one better and took the title.

The turf business produces a unique soil-less process, and has cornered the growing market in green roofing.

James, who is managing director, continues to work his magic in developing the product, researching the use of recycled wool carpeting in the production process.

James said: "We're so pleased we've won the award, and it's great to be recognised. I think we've got a very interesting product that is getting more and more popular, especially as we are capitalising on the green agenda."

The tough economic climate has not diminished the impact the company is making. James said: "We've been very lucky and had an extremely good year all in all. We think it's due to people's concern about the environment."

"You've only got to turn on the radio or read a newspaper and you hear about wild area decline – loss of butterflies and decline



● Winners Claire Hewetson-Brown and James Hewetson-Brown, of Coronet Wildflower Turf, with Jill Edinburgh, from sponsor North Hampshire Enterprise

of bees. We're trying to reverse that trend and a new market for us is green roofs.

"They are a big thing now in Europe and they are becoming bigger in this country, which is a great habitat because it's predator free for birds and butterflies and good for producing nectar for bees."

The judges noted that Coronet is an excellent example of a small local business making an impact with an innovative product in

an international market.

They felt that the continual product innovation and research central to the business was key to its success as it explores new international markets.

The runners up were ADH inc, based in Fleet, and *The View* community magazine, based in Sherfield-on-Loddon, set up by Queen Mary College students Ollie Yorke and George Blower.

## E Business of the Year Award – sponsored by UK Trade and Investment Winner – What's On 4

**A** BUSINESS that is using the power of the internet to reach customers on the other side of the world won the E-Business of the Year Award.

It is not the first time that Sam Willoughby has won the award.

Three years ago, at the INSPIRE07 awards, Sam collected the same accolade for her What's On 4 Little Ones website, which she set up in 2006.

The business started when the new mum could not find information about activities for her young daughter Alice.

She took the matter into her own hands and set up a website, giving parents a one-stop solution to finding activities for pre-school children locally.

The website went national – and now it's international.

Sam soon set up other directories for older children and children's parties, and more recently has established the mumandworking website, linking working parents with family-friendly opportunities. Now, the franchises boast more than a million users a month worldwide.

Chuffed to bits about receiving the award, Sam said: "It's been just brilliant because we've done a lot of work in the last 12 months, taking the business international and expanding in the UK."

"So this is a massive endorsement of all that work that we've put into the business over the last year."

The franchise is proving to be a hit in Australia, with plans to go to the United States, Canada and New Zealand.

The judges were very impressed with how Sam's simple idea has grown into an international business, by spotting



● Martin Gower-Smith, from UK Trade & Investment, with winner Sam Willoughby, of What's On 4

new market opportunities and responding quickly with quality websites that fulfil a real need, and all from very small beginnings.

This year's INSPIRE10 accolade now joins a bulging trophy cabinet for the successful entrepreneur who also knows what it is like for the organisers.

Sam said: "I'm no stranger to all this, having organised our own What's On 4 Awards – it will be our fifth year in January and this year we launched our mumandworking awards."

"But this evening has been a fantastic event – a bit larger than the ones I've organised, but I know how much hard

work has gone into this and how much effort the organisers have made to get everybody involved."

Martin Gower-Smith, from UK Trade & Investment, said that he was very impressed with Sam. He added: "I think it was the fact that Sam and her team seemed very focused and their websites are extremely good. They are very easy to use and find things you want, and as a business opportunity and business idea, I was extremely impressed."

The runners-up were Greenhouse Graphics, based in Bramley and Basingstoke, and Digital Design Agency, from Tadley.

# MIKES TRAVEL of BASINGSTOKE Ltd

We have day trips available during school holidays - Please call for a flyer.

Call us for up & coming Christmas trips

CALL US DON'T DRINK & DRIVE THIS CHRISTMAS

## 10% off

CHRISTMAS TRIPS with this ADVERT



Call  
**01256 816618**  
or Email  
mikestravel@hotmail.com  
www.mikes-travel.co.uk

You can also check out Business news – sponsored by RSM! Tenon at [basingstokegazette.co.uk/news/business](http://basingstokegazette.co.uk/news/business)