

# Evaluation of Education Programme “Give and Let Live”

A Research Report for The Jeanette Crizzle Trust  
Prepared by DJS Research Ltd August 2009



## **Report written for:**

Secretary of State for Health – Rt Hon Andy Burnham MP  
Secretary of State, Department for Children, Schools and Families – Rt Hon Ed Balls MP  
Parliamentary Under Secretary of State for Health Services – Ann Keen MP  
Shadow Secretary for Health – Andrew Lansley CBE MP  
Shadow Health Minister – Mark Simmonds MP

## **Copy:**

Prime Minister, First Lord of the Treasury and Ministry for the Civil Service –  
Rt Hon Gordon Brown MP



JEANETTE CRIZZLE  
TRUST



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# I.0 Report Structure

This document illustrates findings from a second wave of research, which has been undertaken to help establish awareness and usage of a free education resource called “Give and Let Live”. It has been carried out for the Jeanette Crizzle Trust by DJS Research Ltd. The report is split into five distinct sections:

**Executive Summary:** Full summary of this report;

**Background:** Including the research objectives;

**Methodology:** Research design and sample profile;

**Research Findings:** Full detailed findings of the research;

**Conclusions:** Associated conclusions and recommendations.

# Executive Summary

# 2.0

- The Jeanette Crizzle Trust commissioned DJS Research Ltd to conduct a second wave of tracking research following an initial wave completed in 2008. This ongoing research assesses the awareness and usage levels of a Government education programme called Give and Let Live.
- As was the case in 2008, the research consisted of 512 short telephone interviews with teachers responsible for PSHE.
- A fifth (22%) of the teachers were aware of Give and Let Live; this increased to a quarter (24%) upon prompting. This represents no change from 2008.
- A fifth (18%) also said that they had received the Give and Let Live educational resource. In 2008 this figure was one in ten (11%) which represents a significant increase.
- Seven percent had used the resource. Again, this represents a significant increase on the 2008 figures (3%). However, this still remains a low level for usage.
- In addition, only 8 schools said they were using Give and Let Live considerably.
- When asked about the likelihood of using Give and Let Live in the future, the vast majority of schools (76%) said that they are likely to use it.
- Despite letters that were sent from Ed Balls and Alan Johnson to all Head Teachers of Secondary Schools in England, it is clear from the latest research that awareness of the Give and Let Live education programme remains low.
- In addition, the percentage of schools that have received the resource is still low (18%) along with those who are actually using the resource (7%).
- Moving forwards, as was the case last year, for the Give and Let Live resource to have a real impact, more schools need to be told about the resource and have access to it.

## 3.0 Background

The Jeanette Crizzle Trust is a research organisation which has been set up to measure the level of success of the Give and Let Live Education programme and to establish public awareness of blood, organ, bone marrow and tissue donation. It aims to achieve this by conducting a series of research projects, including undertaking independent tracking research and other ad-hoc projects.

In 2006, a survey was conducted with the general public and schools which showed that if an education programme was introduced in UK schools, there would be an increase in the number of donors on the UK registers which would result in financial savings for the UK taxpayer. This idea was accepted by the Government at the time and the then Prime Minister, Tony Blair, supported the project in January 2007.

In 2007, a national survey was conducted with the general public to ascertain awareness levels of blood, organ, bone marrow and tissue donation.

A Government education programme was launched in September 2007 called Give and Let Live. The programme is aimed at promoting awareness of bone marrow, blood and organ donation amongst 14-16 year old pupils. It is being offered to state and independent secondary schools across the UK and is recommended for use within PSHE, Citizenship, Science and ICT. The resource itself comprises a teacher's pack and a website, and includes lesson plans, activity sheets, real life stories, debating topics, games, films and other activities.

In 2008, DJS Research Ltd, an independent market research company, was commissioned to conduct an initial wave of research (hereafter Wave 1) to assess levels of awareness and usage of Give and Let Live. The research found that only 3% had used the resource but the vast majority said that they were likely to use it in the future. The low levels of usage were because of a lack of awareness of Give and Let Live (77% were not aware of it).

To help raise awareness and usage levels of the resource a letter was sent from Ed Balls and Alan Johnson to all Head Teachers of Secondary Schools in England, dated 25th September 2008. To assess the effectiveness of this letter, The Jeanette Crizzle Trust conducted 250 short telephone interviews with the secretaries of the Head Teachers to establish whether:

- i. The Head Teacher had received the letter dated 25th September 2008
- ii. It was the intention of the school to use the Give And Let Live resource

The interviews were conducted six months after the original letter was sent out and in March 2009, 28% were aware of the letter, 4% had a vague memory of the letter, while the majority (68%) had no recollection or record of the letter having been received. Of the 28% who confirmed they had received the letter, a unanimous 100% confirmed that it was not the intention of the school to implement the Give And Let Live resource in the foreseeable future.

This report marks the latest piece of research conducted in July 2009 (hereafter Wave 2) by DJS Research Ltd, to again measure awareness and usage levels of Give and Let Live and to monitor any changes compared with wave 1.

Over time the tracking research is intended to help determine the effectiveness of the education programme. In particular, the research will be used to help gauge whether the education programme is having a direct impact in terms of raising awareness in relation to donorship and also whether the levels of donors start to increase.

# 4.0 Research Methodology

## 4.1 Method & Sample

Mirroring the Wave 1 research, Wave 2 consisted of a series of short five minute telephone interviews with teachers responsible for PSHE. The main thrust of the interview was to establish whether teachers were aware of the Give and Let Live education programme and, if they were aware of it, to what extent they had used the resource.

In 2009 the questionnaire was identical to the previous version used in Wave 1 and is appended at the end of this document.

Schools were randomly selected throughout England, Scotland and Wales. A total of 512 interviews were conducted. Table 1 outlines the regional breakdown.

Table 1: Number of Interviews Achieved by Region

Total	North East	Yorks & Humbs	East Mids	East	South East	London	South West	West Mids	North West	Scotland	Wales
512	40	50	52	49	52	42	46	49	52	47	33

400 interviews (78%) were conducted with state secondary schools and 112 (22%) were with independent schools. This profile matched that achieved during Wave 1.

The fieldwork was conducted between 16th June and 17th July 2009.

Any significant changes cited in this report have been tested using a Z-Test at the 95% confidence level.



# Research Findings

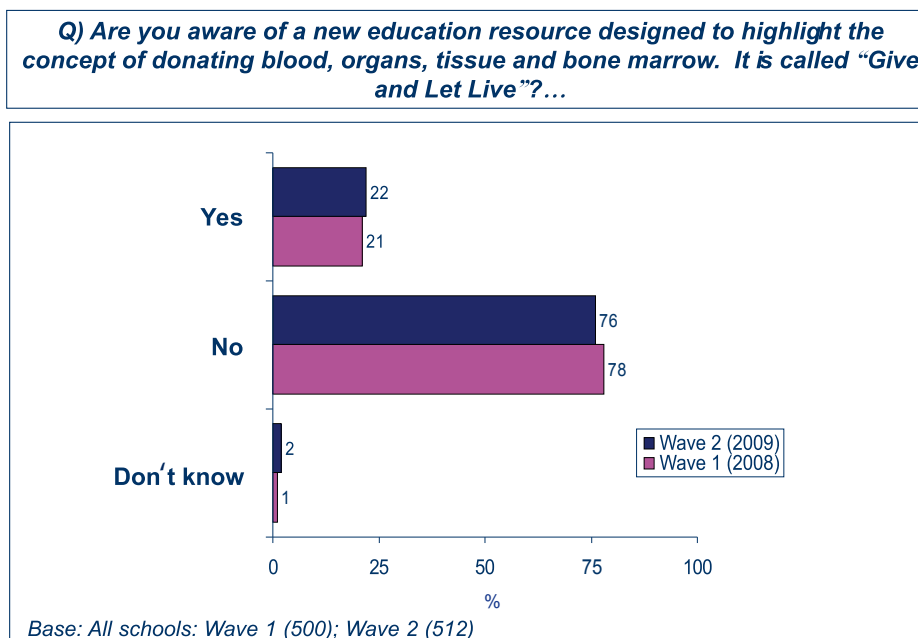
# 5.0

Within this section we will now examine the detailed findings from the research, starting with whether teachers were aware of Give and Let Live.

## 5.1 Awareness of Give and Let Live

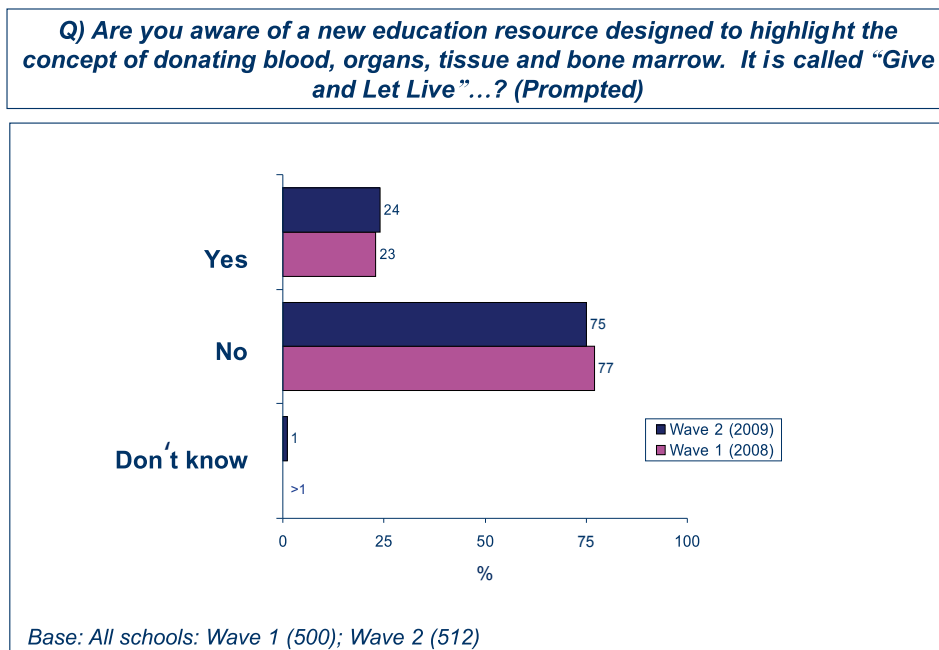
Teachers were initially asked whether they were aware of a new education resource called “Give and Let Live”, which is designed to highlight the concept of donating blood, organs, tissue and bone marrow. A fifth (22%) of teachers were aware of the resource; the majority, however, were not (76%). These awareness levels show no change from those recorded in Wave 1. Figure 1 shows the results in detail.

Figure 1: Awareness of “Give and Let Live”



Following the initial awareness question, all those who were not aware of Give and Let Live were prompted further, by being given more detail about the resource. After doing this, another 6 teachers said that they did know about the resource, taking awareness levels of Give and Let Live to a quarter (24%), as was the case in Wave 1 (23%). This is illustrated in Figure 2.

Figure 2: Awareness of “Give and Let Live” (Prompted)

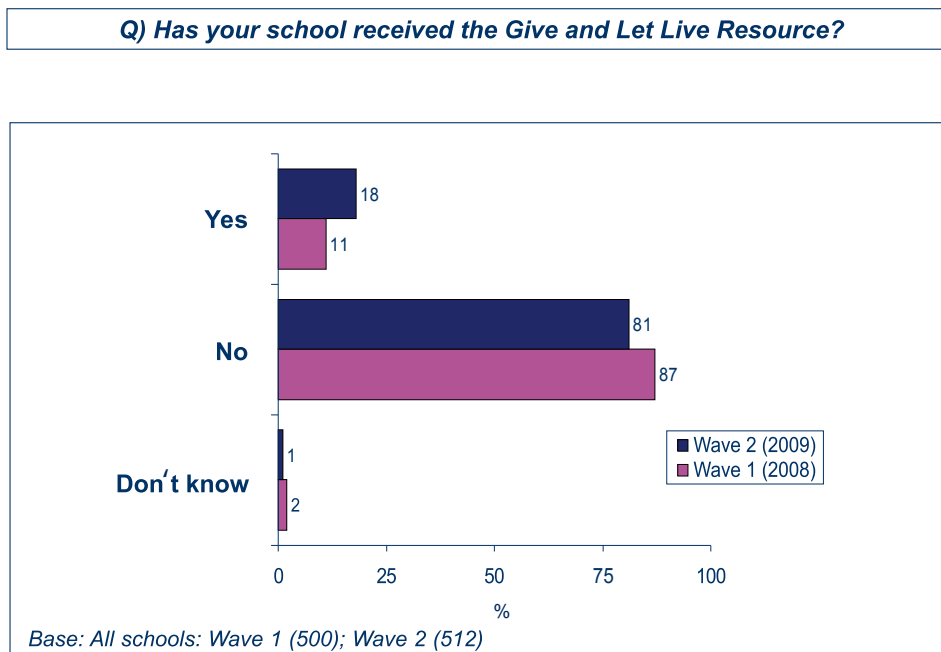


## 5.2 Usage of Give and Let Live

Prior to asking teachers whether they had used the Give and Let Live resource we checked whether they had received it.

Based on the total sample, a fifth (18%) said that they had received the Give and Let Live educational resource, which represents a significant increase compared with Wave 1, where one in ten (11%) had received Give and Let Live Resource. These figures are outlined in Figure 3.

Figure 3: Whether School Has Received “Give and Let Live” Resource

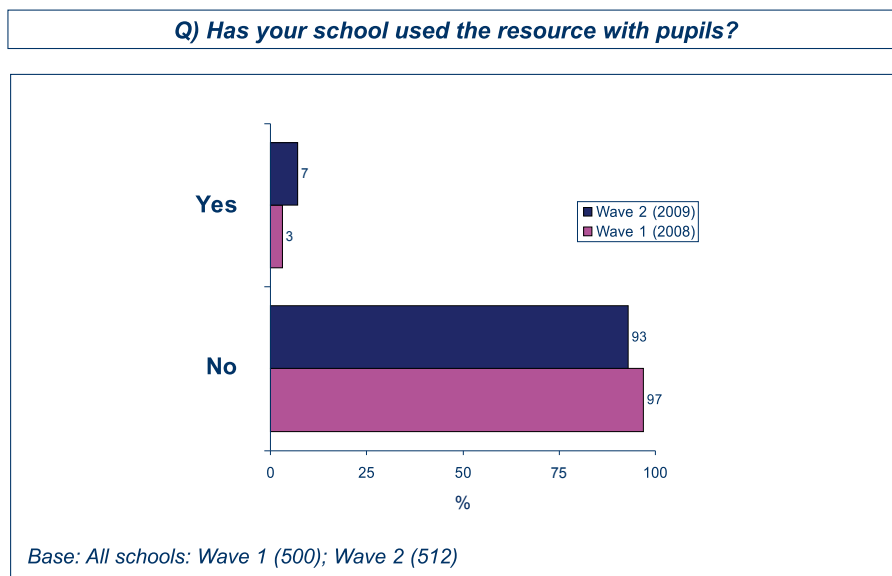


Focusing upon those who had received the resource, one in five state secondary schools (19%) had received the resource in comparison with one in ten independent schools (12%). The receipt level amongst state schools represents a significant change from that recorded in Wave 1, which amounted to twelve percent.

We then asked those who had received the resource whether their school had used Give and Let Live with pupils.

Two fifths (39%) of those who had received the resource had used it – a figure amounting to less than one in ten (7%) of the total sample. This represents a significant increase compared with Wave 1 (3%). This is illustrated in Figure 4.

Figure 4: Overall Usage of Give and Let Live



The schools that had received the pack but had not used it, were asked why they had not used the resource yet. The main reasons were because of:

- time restrictions
- the programme for that year had already been written and set
- the subject matter does not fit into the curriculum

These reasons were almost identical to those cited in Wave 1.

For those schools that had used the resource (35 schools), we asked them the extent to which Give and Let Live had been used within the school.

Two said that the resource had hardly been used at all, 16 that it had been used a little, 9 quite a lot and 8 said that it had been used considerably.

The reasons why it had been used a little/hardly at all were because schools:

- find it hard to fit everything into the timetable
- felt it fitted better into a science curriculum than PSHE
- felt that its primary use was as a debating tool and thus its use is rare
- were still getting used to it as a new resource

Once again, these reasons were similar to those cited in Wave 1.

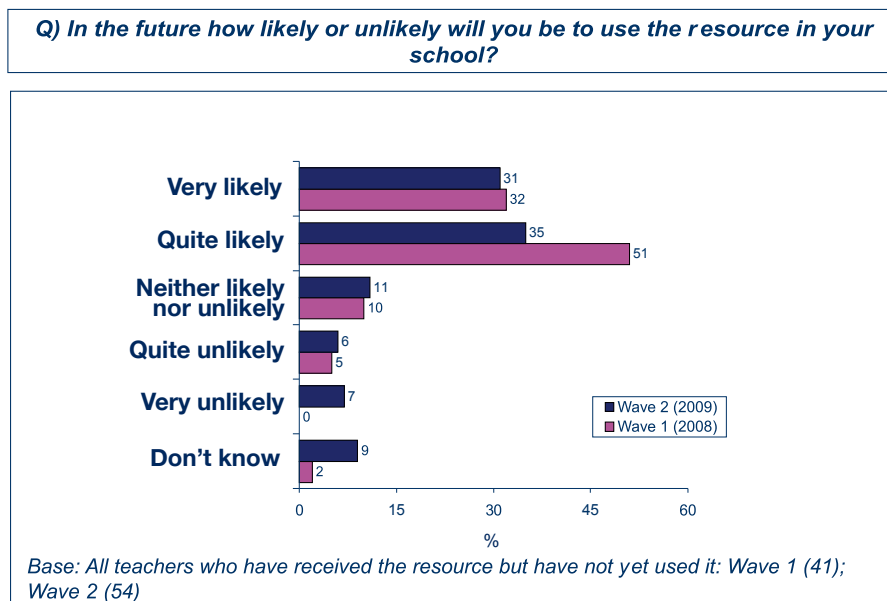
Those who had used the resource quite a lot or considerably said that it was 'helpful' and 'brilliant'.

### 5.3 Future Usage of Give and Let Live

All those who had not used the resource were then asked how likely or unlikely they would be to use Give and Let Live within the future.

Figure 5 shows the results for all those who had received the pack but had not yet used it. Two thirds of these schools (66%) said they were likely to use the resource in the future. Of these, 31% said they were very likely. 13% said that they would be unlikely to use the resource – 7% very unlikely. These figures have not significantly changed compared with Wave 1.

Figure 5: Likelihood To Use “Give and Let Live” In Future  
(Those who have received resource but have not yet used it)



The teachers who were likely to use the resource in the future, felt in the main that:

- Awareness of the issues raised by the resource is important amongst young people
- They are always looking for new topics/resources to inject into the curriculum

These reasons were similar to those raised in Wave 1. In addition, most said they planned to try to fit the resource into the 2009-2010 curriculum.

The teachers who were less positive or unsure about using Give and Let Live, in the main said:

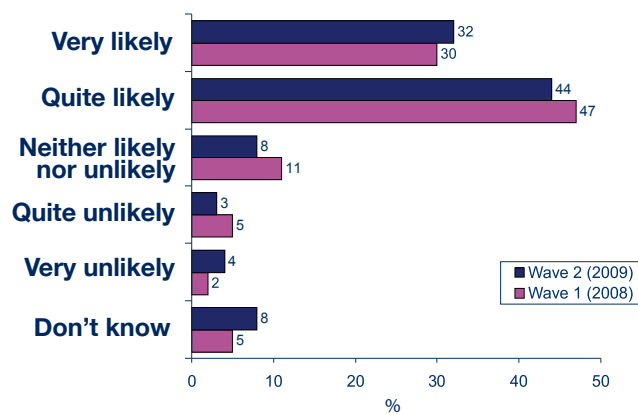
- Its usage will be dictated by time constraints
- Difficult to rearrange the curriculum to accommodate the resource

Again, these were similar to the responses in Wave 1, where concerns were raised about time constraints and reconfiguring the curriculum.

Figure 6 shows future usage for all those who were not aware of Give and Let Live or had not received the resource. The results were extremely positive. Three quarters (76%) said they were likely to use the resource in the future – 32% saying that they were very likely. These figures are identical to those in Wave 1 when three quarters (77%) said they were likely to use the resource in the future, of whom 30% said very likely. As in Wave 1, a small minority (7%) said they would be unlikely to use the resource in the future.

Figure 6: Likelihood To Use “Give and Let Live” In Future  
(Those who are not aware of resource or have not received resource)

**Q) In the future how likely or unlikely will you be to use the resource in your school?**



Base: All not aware or haven't received: Wave 1 (446); Wave 2 (423)

Some felt that until they had seen the pack and reviewed its suitability, it would be improper to comment. Those who were likely to use the resource in the future, felt that:

- *Their schools are always interested in new resources*
- *That the subject matter is interesting and debatable in the classroom*
- *It is good to raise awareness and interest in an important topic*
- *The fact that it is free is a benefit to schools – especially those with low budgets for PSHE*

The teachers who were less positive or unsure about using Give and Let Live, in the main said:

- *That it may be suitable for the older students only*
- *There are certain ethical considerations*
- *It may be difficult to find space in the curriculum*
- *That it would be more appropriate to teach the subject matter to whole year groups – not in lesson time*
- *PSHE is not taught formally – more useful for science or religious education*

## 6.0 Conclusions and Recommendations

- In 2008 the wave 1 research found that only 3% of schools had used Give and Let Live because of a lack of awareness of the resource.
- To help raise awareness and usage levels of the resource a letter was sent from Ed Balls and Alan Johnson to all Head Teachers of Secondary Schools in England, dated 25th September 2008. Unfortunately research conducted by The Jeanette Crizzle Trust found that the letter had little impact with the majority of schools (68%) having had no recollection or record of the letter having been received.
- With this in mind, it is perhaps not surprising that the latest research has again illustrated that awareness of the Give and Let Live education programme remains low. Even after prompting, three quarters (75%) are unaware of the resource, which shows no change from last year's result (77%).
- In addition, the percentage of schools that have received the resource is still low (18%) along with those who are actually using the resource (7%).
- However, these levels have increased compared with last year. The number of schools who have received the resource has moved from 11% to 18% and usage levels have increased from 3% to 7%.
- Although progress has been made in terms of usage, 7% is still a small minority of schools and only 8 schools said they were using the resource considerably.
- The concept continues to be viewed in a positive light by teachers - the vast majority (76%) say that they are likely to use the resource in the future.



- Therefore, moving forwards, as was the case last year, for the Give and Let Live resource to have a real impact, more schools need to be told about the resource and have access to it.
- Further substantial marketing and communication is still required i.e. repeating/ building on what has already been done or the current method and approach may need to be revised.



# Appendix Tracking Research Questionnaire



**DJS Research Ltd, 21 Botany Business Park, Whaley Bridge,  
High Peak, Derbyshire, SK23 7DQ.  
Tel 01663-732724**

I declare that this interview was carried out according to instructions, within the MRS Code of Conduct and that the respondent was not previously known to me.

Name:..... Signature.....

Date:..... Actual Interview Duration:.....minutes

**Jeanette Crizzle Trust 2009 Research  
Evaluation of Education Programme “Give and Let Live”  
Telephone Questionnaire (Final)**

**RESPONDENT DETAILS**

Name (Mr/Mrs/Miss/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

School Name: \_\_\_\_\_

Telephone Number (inc STD Code) \_\_\_\_\_

Postcode: \_\_\_\_\_

**GENDER**

Male  1  
Female  2

**TYPE OF SCHOOL**

State Secondary School  1  
Independent School  2  
Faith School  3

**REGION**

North East  1  
Yorks & Humber  2  
East Midlands  3  
Eastern  4  
South East  5  
London  6  
South West  7  
West Midlands  8  
North West  9  
Scotland  10  
Wales  11

**SUBJECT(S) TAUGHT**

PSHE  1  
Citizenship  2  
Science  3  
ICT  4  
Other (**WRITE IN**)  5

## Introduction

### **ASK TO BE PUT THROUGH TO THE TEACHER RESPONSIBLE FOR PSHE.**

Good morning/afternoon. My name is .....from DJS Research Ltd, an independent market research consultancy. I am doing a short survey on behalf of the Jeanette Crizzle Trust, a UK charity. The survey is being conducted to help establish awareness and usage of a free education resource. It will take around 3 minutes of your time.

Reassure the respondent that it is nothing to do with sales or giving money to a charity

*“May I assure you that this is not a sales exercise and this interview will be conducted in accordance to the MRS (Market Research Society) Code of Conduct. This means that everything you say will remain completely confidential.”*

### **QR**

Can I just check you are the teacher responsible for PSHE within your school?

#### **SINGLE CODE ONLY.**

- |                   |                            |  |
|-------------------|----------------------------|--|
| Yes               | <input type="checkbox"/> 1 | <b>CONTINUE</b>                              |
| No                | <input type="checkbox"/> 2 | <b>ASK TO BE PUT THROUGH TO PSHE TEACHER</b> |
| Do not teach PSHE | <input type="checkbox"/> 3 | <b>THANK &amp; CLOSE</b>                     |

### **Q1**

Are you aware of a new education resource designed to highlight the concept of donating blood, organs, tissue and bone marrow. It is called “Give and Let Live”?...

#### **SINGLE CODE ONLY.**

- |            |                            |                |
|------------|----------------------------|----------------|
| Yes        | <input type="checkbox"/> 1 | <b>GOTO Q3</b> |
| No         | <input type="checkbox"/> 2 | <b>GOTO Q2</b> |
| Don't know | <input type="checkbox"/> 3 | <b>GOTO Q2</b> |

#### **ASK Q2 FOR ALL THOSE NOT AWARE OF THE EDUCATION RESOURCE. OTHERS GOTO Q3**

### **Q2**

“Give and Let Live” is a free educational resource produced by NHS Blood and Transplant. It is aimed at 14-16 year old pupils. It comprises a teacher's pack and a website, and includes lesson plans, activity sheets, real life stories, debating topics, games, films and other activities. Can I just check again, is this something that you are aware of?

#### **SINGLE CODE ONLY**

- |            |                            |                 |
|------------|----------------------------|-----------------|
| Yes        | <input type="checkbox"/> 1 | <b>GOTO Q3</b>  |
| No         | <input type="checkbox"/> 2 | <b>GOTO Q10</b> |
| Don't know | <input type="checkbox"/> 3 | <b>GOTO Q10</b> |

**ASK Q3 FOR ALL THOSE AWARE OF THE EDUCATION RESOURCE.  
OTHERS GOTO Q10**

**Q3**

Has your school received the Give and Let Live educational resource?

- Yes  1 **GOTO Q4**  
No  2 **GOTO Q10**  
Don't know  3 **GOTO Q10**

**ASK Q4 FOR ALL WHO HAVE RECEIVED THE EDUCATION RESOURCE.  
OTHERS GOTO Q10**

**Q4**

Has your school used the resource with pupils?

- Yes  1 **GOTO Q5**  
No  2 **GOTO Q7**

**ASK Q5 & Q6 FOR ALL WHO HAVE USED THE EDUCATION RESOURCE.  
OTHERS GOTO Q7**

**Q5**

Would you say that the resource has been used .....

**READ OUT. SINGLE CODE ONLY**

- Considerably  1  
Quite a lot  2  
A little  3  
Hardly at all  4

**Q6**

Why has it been used that much/little?

**PROBE FULLY. WRITE IN BELOW**

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**GO TO TO END**

**ASK Q7 – Q9 FOR ALL THOSE WHO HAVE RECEIVED THE EDUCATION  
RESOURCE BUT HAVE NOT USED IT YET**

**Q7**

Why hasn't your school used the resource yet?

**PROBE FULLY. WRITE IN BELOW**

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**Q8**

In the future, how likely or unlikely will you be to use the resource in your school?

**READ OUT. SINGLE CODE ONLY**

- Very likely  1
- Quite likely  2
- Neither likely nor unlikely  3
- Quite unlikely  4
- Very unlikely  5
- Don't know  6

**Q9**

Why do you say that?

**PROBE FULLY. WRITE IN BELOW**

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**ASK Q10 & Q11 FOR ALL THOSE WHO ARE NOT AWARE OF THE EDUCATION RESOURCE OR HAVE NOT RECEIVED THE RESOURCE**

**Q10**

“Give and Let Live” is being offered to state and independent secondary schools across the UK and is recommended for use with PSHE, citizenship, science and ICT. If you were offered the resource, how likely or unlikely would you be to use the resource in your school?

**READ OUT. SINGLE CODE ONLY**

- Very likely  1
- Quite likely  2
- Neither likely nor unlikely  3
- Quite unlikely  4
- Very unlikely  5
- Don't know  6
- 

**Q11**

Why do you say that?

**PROBE FULLY. WRITE IN BELOW**

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## **SAY TO ALL**

If you are interested in further information about “Give and Let Live” it can be found at [www.giveandletlive.co.uk](http://www.giveandletlive.co.uk) and [www.jeanettecrizzletrust.org](http://www.jeanettecrizzletrust.org)

## **GO TO CLASSIFICATION QUESTIONS**

Thank you for taking the time to answer this survey. This data will be used to complete an annual report to the UK Health Minister and the UK Shadow Health Minister so that we can measure the effectiveness of the Give and Let Live Education programme.

Thank you for your help. Can I just remind you that this interview is part of a market research survey being carried out by DJS Research Ltd who adhere to the Market Research Society Code of Conduct. If you want to verify that we are a bona fide agency, I can give you the Freephone number of the Market Research Society to ring.

**GIVE NUMBER IF REQUIRED** (+44 (0) 500 396 999).

## **THEN THANK AND CLOSE**

# Sponsors



# Our Sponsors

The Trustees of the Jeanette Crizzle Trust would like to thank all the sponsors listed below. Their invaluable financial support has made it possible for us to carry out the 2009 research, culminating in the production of this report to the UK Government.

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Telephone: +44 (0)1908 372088  
E-mail: [lincoln@askmk.tv](mailto:lincoln@askmk.tv)  
Web: [www.askmk.tv](http://www.askmk.tv)

Contact: Lincoln Bedeau

## **askMK Productions was one of the first web-based broadcasters in the UK.**

The company started as an online directory in 2001. As high-speed broadband connections made internet television possible, askMK Managing Director Lincoln Bedeau made the leap from written web content to video content which enabled the company to become an online TV channel at the end of 2005.

Since then the Channel has featured an array of high profile people from Lewis Hamilton and Sir David Attenborough to Amir Khan and Devin Peterson. With offices now in central Milton Keynes and at the Open University, askMK services include professional video production, web development as well as internet television.

“These days people are more likely to base their first impressions of an organisation or event on something they have seen rather than something they have read. Every company needs a website but it has to be more than just the company brochure online”, says Lincoln. “Video on demand is a visually dynamic way in which businesses and organisations promote their products and services directly to their customers via a targeted medium. askMK not only makes the promotional video but also provides the platform on which to broadcast it.

# Bedford High School for Girls

Bromham Road  
Bedford  
MK40 2BS

Telephone: +44 (0)1234 360221  
Fax: +44 (0)1234 353552  
E-mail: [head@bedfordhigh.co.uk](mailto:head@bedfordhigh.co.uk)  
Web: [www.bedfordhigh.co.uk](http://www.bedfordhigh.co.uk)

**Bedford High School for Girls is a leading independent day and boarding school in the UK for girls aged from 7 to 18 years.**

It is a school where academic excellence and happy pupils are equally important goals. By providing a supporting and caring environment, every girl is able to develop her talents, achieve her potential and leave us as a confident young woman.

Opportunities abound throughout the school, whether in the range of musical, sporting, dramatic or extra-curricular activities on offer, or the chance to choose from an impressive variety of subjects at KS3 and GCSE as well as the choice at Sixth Form level between two pre-University qualification pathways – traditional GCE A level or the universally acclaimed International Baccalaureate Diploma Programme.

A prospectus or website can only offer a glimpse of our world and we are always happy to meet prospective families at our Open Days where they can feel the atmosphere for themselves and meet our pupils and staff who make Bedford High School for Girls such a special and vibrant place.

**To find out more, please visit our website – [www.bedfordhigh.co.uk](http://www.bedfordhigh.co.uk) or contact our Registrar, Mrs Diana Banham on +44 (0)124 360221 or email at [admissions@bedfordhigh.co.uk](mailto:admissions@bedfordhigh.co.uk).**

# Bedford School

De Parys Avenue  
Bedford  
MK40 2TU

Telephone: +44 (0)1234 362200  
Fax: +44 (0)1234 362283  
E-mail: [info@bedfordschool.org.uk](mailto:info@bedfordschool.org.uk)  
Web: [www.bedfordschool.org.uk](http://www.bedfordschool.org.uk)

Academic excellence is our primary objective and the School's success is demonstrated by consistently high standards in GCSE and A level examinations. The Bedford curriculum, extending well beyond the requirements of the National Curriculum, is structured to provide a balanced and varied choice of subjects that will stir the potential in each pupil and challenge his individual strengths.

Excellence is celebrated throughout the School, not least in the provision of its resources. Every department is well equipped, the whole School is computer networked, the new library is perhaps the best of its kind in the country and the arts facilities are outstanding. Great emphasis is placed upon good subject teaching. Class sizes are small and a strong partnership exists between families and the School with our staff always accessible to pupils and parents.

# Berkeley Morgan

355 Wellingborough Road  
Northampton  
NN1 4ER

Telephone: 01604 634 404  
E-mail: [mark.maryan@berkeley-morgan.co.uk](mailto:mark.maryan@berkeley-morgan.co.uk)  
Web: [www.berkeley-morgan.co.uk](http://www.berkeley-morgan.co.uk)

Contact: Mark Maryan

Berkeley Morgan is an insurance, investment & mortgage broker based in Northampton.

## **Why use Berkeley Morgan?**

- Because we can deal with all your financial needs from investment and retirement planning to mortgages and insurance cover as part of a single seamless service.
- Because we are able to look at more than one or a limited number of product providers to find the right solution for you
- Because we can offer you information on a wide range of products and can offer you advice on which one may be most suitable for your needs. Some mortgage and insurance brokers may not offer advice on these products.

Your initial consultation will be to find out exactly what you want from your money. To do that we need to know more about you, your circumstances, your ambitions and your short and long-term financial objectives. We will agree at this meeting the key areas you want us to research on your behalf, and we will then look at every appropriate conceivable option to fit your requirements.

We will make recommendations on the most suitable opportunities, and then after we receive your agreement, we will put the financial plans in place. Before doing so, we will provide you with full information about the service we will provide and the way we will be remunerated.

The initial consultation is free of charge, so what have you got to lose? Ring today to make a suitable appointment, either daytime or evening, at your convenience.

# Brio Design and Print Management Ltd

28 Cottage Gardens  
Northampton  
NN3 9YW

Telephone: 01604 784447  
E-mail: [tim@briodpm.co.uk](mailto:tim@briodpm.co.uk)  
Web: [www.briodpm.co.uk](http://www.briodpm.co.uk)

Contact: Tim Vernon

The difference between going to a printer and coming to Brio, is that we provide a design and print service tailored to individual company's requirements and budgets, using suppliers that match your individual requirements – and it doesn't cost any extra! Brio negotiates great prices on behalf of its clients – show us your quotes and we will nearly always beat them.

All our suppliers have been vetted and approved by us so that you can rest assured that they are capable of producing a quality job, on time. Advice is free and available on such things as cross media marketing materials, environmental or any other issues you may have. We will help you maximise your spend.

From business cards to brochures, point of sale to posters, anything printed can be supplied and designed.

For medium to large companies, we offer a free audit of your design, print and marketing budget and will provide a report to show how costs can be reduced.

Brio's mission is to show companies how to approach their design and print buying in a different way, delivering high quality and cost savings. Use our expertise and get a better service and better use of your marketing material.

**Call 01604 784447 for a refreshing change**



# CR Fensome Locksmith

7 Robinson Way, Wootton Fields  
Northampton  
NN4 6FJ

Telephone: 01604 661872  
E-mail: [craig@locksmith-northampton.co.uk](mailto:craig@locksmith-northampton.co.uk)  
Web: [www.locksmith-northampton.co.uk](http://www.locksmith-northampton.co.uk)

Contact: Craig Fensome

C.R. Fensome Locksmith is an independent locksmith who works all areas of Northamptonshire and beyond. Based in Wootton Fields he offers a very competitive rate with a friendly, honest and reliable service.

C.R. Fensome has over seven years experience in the locksmith industry working previously for a master locksmith in Wellingborough.

The business started in 2004 and is going from strength to strength due a positive, confident and determined attitude. A local locksmith you can trust who is dependable and available 24 hours, seven days a week.

## **Services**

24 hour call-out.

Locksmith response usually 30 minutes to local areas.

Access gained to commercial and domestic premises.

Insurance upgrades.

Locks keyed alike.

Safe sales.

Specialist in UPVC locking mechanisms.

Patio door, window and garage door locks.

Door closers.

Mechanical access control.

Bars and grills.

Locks picked preventing no damage.

Please programme this mobile number: 07939007867 into your mobile phone as you never know when you might need a professional locksmith.

# DBfB Communications Ltd

Cato House, Talevera Way  
Moulton Park, Northampton  
NN3 6RW

Telephone: 08704 424924  
E-mail: [info@dbfb.co.uk](mailto:info@dbfb.co.uk)  
24 Hour Support: 07932 999000  
Web: [www.dbfb.co.uk](http://www.dbfb.co.uk)

Contact: Brian Kingston

DBfB is at the forefront of communications supply and management. Our remit: to enable businesses to use mobile and landline communications efficiently alongside simple, understandable invoicing.

Located in Northampton, we deal with many companies throughout the UK and Southern Ireland. We can provide:

## Voice:

Landline Telephone Installations  
Telephone Exchanges  
VOIP Systems  
Desktop IP Systems  
Desktop Telephone Systems  
Business Mobile Phones

## Data:

Fixed Broadband - DSL & SDSL  
3G Data Sticks - Mobile Broadband  
3G Routers/Gateways

## Information Technology:

Network Installation  
Systems Inspection/Implementation  
Project Management  
Network Analysis & Fine Tuning  
Hard Drive Recovery  
PC Forensic Inspection  
CRM Installation & Training  
Wireless Network Design & Survey

Whatever your requirement, our dedicated, UK based, helpdesk and technicians will always be on hand to support you and your business, at whatever time of the day or night.

# Digital Paint Web Design

Barratt House, Kingsthorpe Road  
Northampton, Northamptonshire  
NN2 6EZ

Telephone: 0845 1200 278  
E-mail: northampton@digitalpaint.co.uk  
Web: www.digitalpaint.co.uk

Contact: Andrew Getter

## **Web Design That Means Business**

Digital Paint is a Northampton based web site design and consultancy business, providing services for organisations varying in size from small businesses, through to large PLCs.

We specialise in creating web sites that are stylish and functional, but which equally importantly get a company's marketing message across. We couple this with search engine optimisation and site promotion techniques to make sure that our customers' sites are the most cost effective form of marketing that they do! Many of our customers find that their sites have paid for themselves within 6 months of going live.

All Digital Paint web sites are designed to:-

Clearly deliver key marketing messages

Call a visitor to the site to action e.g to enquire by phone, email or enquiry form

Present a graphically stylish site, with clear navigation

Be optimised for major search engines for greater retrieval and traffic to the site

We can provide a variety of different services to complement our web design capabilities, including scanning, photography and graphic design.

With a head office in Northampton, and offices in Oxford and Stevenage, we can easily service clients throughout most of the South of England and the Midlands.

# DSD

The Mill  
Mill Street  
Duddington  
Nr. Stamford  
Lincolnshire  
PE9 3QQ

Telephone: +44 (0) 1780 484600  
E-mail: [info@duffinslessordodd.com](mailto:info@duffinslessordodd.com)  
Web: [www.duffinslessordodd.com](http://www.duffinslessordodd.com)

No matter which market you are in, the chances are it has never been more competitive. Being the best no longer ensures success. We live in a world where we are all influenced by what we read, view or hear – image, opinion and perception can be as important as quality and reputation. Increasingly it is the effectiveness and efficiency of your marketing communications that sets you apart.

DSD can make that difference. In a professional yet relaxed atmosphere, we make time to develop a close working relationship with each client, involving ourselves with the character of the company or institution, ensuring that each is promoted to its full potential, creating and establishing a 'recognisable face' in the market.

# HFS Timber

Harlestone Firs, Harlestone Road  
New Duston, Northampton  
NN5 6UJ

Telephone: 01604 581 444  
E-mail: [enquiries@hfstimber.co.uk](mailto:enquiries@hfstimber.co.uk)  
Web: [www.hfstimber.co.uk](http://www.hfstimber.co.uk)

Contact: Simon Foale

HFS Timber supply a range of sawn timber and manufactured timber products for trade and retail customers.

Based in the heart of Harlestone Firs, nr. Northampton, we have good stock levels of all products and customers can browse and take away or take advantage of our home delivery service.

HFS can also make bespoke timber gates, doors, wooden gates and garden products to your exact design and size requirements in our excellent joinery workshop. Please speak to any of the customer services team for guidance.

## **Our range of products include:**

- Fencing & posts
- Wooden gates
- Decking
- Garden furniture & gazebos
- Stone & gravel
- Agricultural products including creosoted timber
- Landscaping products
- Accessories – such as screws, bolts, cement, etc
- Sheds & summerhouses
- Children's play equipment

You are welcome to visit our timber yard – new products are constantly being added.

DJC Joinery, our sister company, has over 40 years experience in manufacturing all types of bespoke joinery from made to measure staircases to traditional sliding sash windows and doors for domestic and commercial clients.

Both HFS Timber and DJC Joinery welcome trade, industrial and commercial enquiries.

# Hillcroft House UK Ltd

Wellingborough Innovation Centre  
Tresham Institute of Further Education  
Church Street  
Wellingborough  
Northamptonshire  
NN8 4PD

Telephone:      Freephone 0800 014 1837  
E-mail:           enquiries@hillcrofthouse.co.uk  
Web:              www.hillcrofthouse.co.uk

Contact:         Adam Crizzle or Irene Walters

**When it comes to communicating effectively, we sometimes get it right and connect with the person we are trying to influence. Unfortunately, we can also get it wrong and disconnect with them. When this happens it can have a negative impact on our personal success and that of the organisation.**

At Hillcroft House UK Limited, we focus on the development of people to ensure they maximise their chances of success. Our practices are soundly based on the actual science that underpins all aspects of communication.

Our work specialises in:

- Communication strategy
- Business processes
- Coaching & mentoring
- Personal development courses
- Mediation
- Recruitment & selection

Our focus on research has allowed us to measure the return on investment that our customers have achieved by measuring key performance indicators in a number of areas. Our results show improvements in:

- Communication
- Executive development
- Business results and working relationships
- Selection and retention of candidates
- Performance management processes
- Internal conflict
- Confidence and motivation

We would be delighted to discuss any challenges that you are currently facing.

**Please call us on Freephone 0800 014 1837**

# In 'n Out Express Servicing

Nene Valley Business Park  
Northampton  
NN1 1BQ

Telephone: 01604 925 800  
E-mail: [nn1\\_1bq@in-n-out.co.uk](mailto:nn1_1bq@in-n-out.co.uk)  
Web: [www.in-n-out.co.uk](http://www.in-n-out.co.uk)

Contact: Simon Gaunt

- **Our DRIVE-THRU SERVICE takes 15 minutes**
- **Our XPRESS MOT only takes 30 minutes**

At In-n-Out, we can service all types and makes of vehicle, from cars to camper vans. We have four skilled technicians working simultaneously on each vehicle. We use a signal based service system that may remind you of a Grand Prix pit crew operation.

At In-n-Out, we only use BP and other premium branded products and tell you in plain English if we spot anything that needs extra attention. You then choose when and where to get any repairs done, there are no hidden extras.

In-n-Out is a new company, but we have years of experience in the automotive and engineering industries. We are the UK's first chain of DRIVE-THRU SERVICE and XPRESS MOT centres, but our approach to servicing is already trusted by millions of motorists worldwide.

We only work with top quality parts/lubricants and our growth plans mean there will soon be more than 300 IN 'n' OUT centres across the UK.

# Jax Marketing

Rectory Farm  
Rushton  
Northamptonshire  
NN14 1QP

Telephone: 01536 713431  
E-mail: [web@jaxmarketing.co.uk](mailto:web@jaxmarketing.co.uk)  
Web: [www.jaxmarketing.co.uk](http://www.jaxmarketing.co.uk)

Contact: Jackie Doyle

Jax Marketing is a creative, full service graphic design and marketing agency specialising in delivering cost-effective, highly targeted marketing campaigns that contribute tangible results to your bottom line.

Whether you need a complete marketing strategy, creative concepts for a single project, ideas to raise your profile or just something a bit different, speak to us today.

All our solutions are bespoke, our clients have been with us for years and our growth has been predominantly via recommendation.

Jax Marketing is a bit different. As an agency, we are solely account managers, which means we bring in the resource we need to complete your campaign. This gives our clients enormous benefits:

- 1) The advice we give and suggestions we make are based on years of experience in knowing what works and what doesn't - we're not trying to 'sell' the services of our 'overheads'.
- 2) We know certain suppliers are good at certain things - we can choose the right ones for you based on expertise, requirements or even budget.
- 3) With access to a substantial list of tried and tested suppliers, there really is no limit to our imagination.
- 4) Because we bring in resource when required, our overheads are low and these savings are passed on to our clients.

We would love to discuss your marketing challenge and have an opportunity to make a difference to your next campaign - please call us on 01536 713431 for an initial chat.



# Jem Sales & Marketing Ltd (incorporating DMC Concepts)

Unit 4, Park Court  
15 – 17 Park Road,  
Wellingborough,  
Northamptonshire NN8 4PW

Telephone: 0800 083 3767  
E-mail: [janeevans@jemmarketing.co.uk](mailto:janeevans@jemmarketing.co.uk)  
Web: [www.jemmarketing.co.uk](http://www.jemmarketing.co.uk)

Contact: Jane Evans

When you need an outbound telemarketing resource you can absolutely rely on us to deliver. You'll be pleased to learn that for 10 years, DMC Associates & JEM Sales and Marketing have been conducting outbound Telemarketing and all manner of market research projects within the business-to-business sector.

This wealth of experience has enabled us to quickly and effectively develop a deep understanding of your target market using a pertinent and highly productive briefing process, which means we can negotiate the very best path through often troublesome "gatekeepers" and deliver your sales message and proposition to more of your key decision makers.

Whether you want accurate database cleansing, responsive direct marketing, finely tuned customer loyalty surveys or customer satisfaction surveys, you can have complete peace of mind that your projects will be completed with the same care and attention to detail that you would apply yourself ... and equally as important ... you'll enjoy responses that are consistently higher than the industry average.

# Marshman Price

68 Broad Green  
Wellingborough  
Northamptonshire  
NN8 4LQ

Telephone: 01933 270 918  
E-mail: [info@marshmanprice.co.uk](mailto:info@marshmanprice.co.uk)  
Web: [www.marshmanprice.co.uk](http://www.marshmanprice.co.uk)

Contact: Alan Price or Neil Marshman

We believe Marshman Price is the fastest-growing specialist business rescue and insolvency practice in the Midlands. We work with owners, managers and other stakeholders in businesses which are, or are likely to become insolvent, to save businesses, jobs and people's investments.

We also advise individuals with debt problems and deal with bankruptcy cases on behalf of creditors. What makes us different is that we don't always go for the obvious solution: we come up with answers which suit the circumstances of the case, rather than our own preconceptions.

In addition to The Jeanette Crizzle Trust we support and work with a large number of other charities and voluntary organisations, including Scope, Solve-it, The Mara Rianda Charitable Trust, and Young Enterprise. We believe there is more to business than simply making a profit and recognise we have a social responsibility in our community, which is demonstrated by our involvement with the above organisations together with local business networking and support groups, sports clubs, etc.

**For more information call us on 0800 082 8898 and speak to one of our directors – either Neil Marshman or Alan Price.**

# Moore Stephens Corby

Oakley House  
Headway Business Park  
3 Saxon Way West  
Corby  
NN18 9EZ

Telephone: +44 (0) 1536 461900  
Fax: +44 (0) 1536 461100  
E-mail: [adrian.urquhart@moorestephens.com](mailto:adrian.urquhart@moorestephens.com)

Contact: Adrian Urquhart

Moore Stephens Corby and Kettering offices have merged and relocated to new offices on the outskirts of Corby, which are perfectly placed for clients, business and professional contacts.

Part of the Moore Stephens East Midlands firm, a wide range of accountancy, tax and advisory services and financial solutions are provided to businesses, entrepreneurs and individuals in the Northamptonshire area.

Through innovative and partner-led services, we successfully preserve and grow the wealth of our clients. Local knowledge and partner and staff expertise combine with the breadth of knowledge of our UK and worldwide networks to provide a truly value added service.

Moore Stephens Corby & Kettering have been practising in the area since 1929 and in addition to our considerable experience, we embrace up-to-date technology such as e-filing of tax returns and Companies House documents, ensuring service of the highest quality and efficiency. With continuous team development and training, we are committed to providing our clients with relevant personal and professional advice at all times.

We act for clients across a broad spectrum of commerce and industry, including medical and dental practices, solicitors and professional practices, property and construction, manufacturing and engineering, the service industry, retail and franchise operations.

# PlanIt Perfectly

1 East Street  
Irchester  
Northamptonshire  
NN29 7BG

Telephone: 01933 357 074  
E-mail: [info@planitperfectly.co.uk](mailto:info@planitperfectly.co.uk)  
Web: [www.planitperfectly.co.uk](http://www.planitperfectly.co.uk)

Contact: Claire Finn

## **Event Management and Party Planning**

PlanIt Perfectly offers event planning solutions for all occasions, from Corporate events, Dinners and conferences, through to Corporate hospitality events at some of the best venues and sporting events across the country.

PlanIt Perfectly also offers dedicated family event planning, from milestone birthdays, Children's Parties and also Wedding Planning.

PlanIt Perfectly offers a bespoke and individual service tailored to meet your requirements and give your event the personal touch. We can arrange everything from venues, caterers, entertainment, AV Equipment and room decoration.

Planning any kind of event can be demanding on your time and sanity, as well as costly. To experience the difference, let PlanIt Perfectly take the strain and ensure that your event is professionally produced and memorable for all the right reasons!

# Process Chain Ltd

Thorpe House  
93 Headlands  
Kettering  
Northamptonshire NN15 6BC

Telephone: 01536 791 953  
E-mail: [enquiries@processchain.co.uk](mailto:enquiries@processchain.co.uk)  
Web: [www.processchain.co.uk](http://www.processchain.co.uk)

Contact: Richard Dobson

Process Chain uses proven business methodologies and hands-on expertise to help businesses fulfil customer demands, meet targets and grow.

Using Lean, Six Sigma, Prince and other tools, we appraise all your processes objectively and define workable improvements. And we re-invest value at every stage.

Process Chain efficiency enhancements will fit your organisational culture and help you achieve ongoing, sustainable performance improvements. Our processes are designed to meet the varying demands of private and public sector organisations.

## **Lean consulting**

Lean organisations focus on business processes that add value for customers.

## **Six Sigma**

Six Sigma aids continuous improvement through a better understanding of customers' needs and business processes.

## **Prince2**

Prince2 methodology ensures organisations adhere to budgets and plans and manage projects efficiently.

Process Chain provides results-driven consultancy, leaving you to get on with running your business. You'll find our strategies are pragmatic and easy to implement – and the effects are immediately beneficial (and measurable).

# Rotary Club of Bedford

Web: [www.bedfordrotary.co.uk](http://www.bedfordrotary.co.uk)

Rotary International is a global network of service volunteers. It is the world's largest service organisation for business and professional people, with some 1,210,905 members operating in 168 countries world-wide.

There are some 58,000 Rotarians in Great Britain and Ireland in 1,845 clubs, helping those in need and working towards world understanding and peace. It's a fulfilling role and Rotarians can get involved as much or as little as their time will allow.

But there is much more. Clubs meet on a regular basis which allows members to build firm friendships. Every Rotarian has a right to attend any club meeting anywhere in the world so there is always somewhere to go and people to meet, wherever business or leisure travel may take you.

Various Clubs have different emphases which can reflect differences in size. A small market town may have a Club of perhaps 20 members, whereas in large centres the number can be closer to 100. Some concentrate on local community or vocational projects. Others link up with a sister club in another country to undertake an international project. Each club decides how it wants to use the resources it has available.

# RTW Printers

Orion Way, Kettering Business Park  
Kettering, Northamptonshire  
NN15 6NL

Telephone: 01536 411008  
E-mail: [enquiries@rtw-printers.co.uk](mailto:enquiries@rtw-printers.co.uk)  
Web: [www.rtw-printers.co.uk](http://www.rtw-printers.co.uk)

Contact: Roger Taylor

RTW is celebrating their 20th year in business. As Kettering based printers, we supply the whole of the East Midlands. Some of our products are listed below:

- Corporate stationery
- Printed envelopes
- Continuous business forms
- Wedding stationery
- NCR cut sets, pads & books
- Christmas cards
- Self-adhesive labels
- Price lists
- Bar codes
- School prospectus
- Newsletters
- Folders
- Homework books
- Brochures & leaflets
- Plan printing
- Large format posters
- Catalogues
- Hanging tabs
- Loose-leaf manuals

We have an in-house design facility and can finish work with laminating and encapsulating, creasing and cutting.

# Stanair Industrial Door Services Ltd

Unit 2, Henson Way  
Telford Way Industrial Estate  
Kettering, Northamptonshire  
NN16 8PX

Telephone: 01536 482187  
E-mail: [info@stanair.co.uk](mailto:info@stanair.co.uk)  
24 Hour Support: 01536 482187  
Web: [www.stanair.co.uk](http://www.stanair.co.uk)

Contact: Michael Markham

Stanair Industrial Door Services Ltd can offer a full physical and electronic access and security solution to your company.

Stanair offers a 24-hour emergency call-out service, personally manned 365 days a year and is able to respond to its customer's requests in the event of an emergency by having an engineer on site normally within 2 hours.

- Stanair's product range includes:
- Roller shutter doors,
- Rollers shutter fire doors,
- Sectional overhead doors,
- Dock loading systems,
- Rapid action doors,
- Bar and serverly grilles,
- Accordion partitions and operable walls,
- Electrically operated roller garage doors and,

Through its electronic security sister-company, Shire Security Ltd, it offers:  
Intruder alarms,

- Access control,
- CCTV,
- Nurse call systems, and
- Fire alarms.

The electronic systems can be integrated and 24-hour monitoring can be carried out.

The Stanair guarantee states:

"We will guarantee to get you either secure or operational on our first engineering visit or you don't pay a penny!"

Stanair is:

An Investor in People,

Members of the DHF (Door and Hardware Federation)

LPS 1197 recognised for the service and repair of industrial doors and rolling shutters,

ISO 9001 certified for the service and repair of industrial doors and rollers shutters,

National Training Awards winner.



# Technofriend Computer Training & Support

28 Atterbury Way,  
Great Houghton  
Northampton  
NN4 7AU

Telephone: 01604 767 177  
E-mail: [enquiries@technofriend.co.uk](mailto:enquiries@technofriend.co.uk)  
Web: [www.technofriend.co.uk](http://www.technofriend.co.uk)

Contact: Mal Boothby

Helping Northamptonshire businesses with the following technology based services:

- IT training
- Support & maintenance
- Networking
- Disaster recovery

Personal service is guaranteed with rapid response times.

# The Employment Law Group

59 Park View,  
Kettering  
Northamptonshire  
NN16 9RJ

Telephone: 07737 519 968  
E-mail: [frank.rogers@employmentlawgroup.co.uk](mailto:frank.rogers@employmentlawgroup.co.uk)  
Web: [www.employmentlawgroup.co.uk](http://www.employmentlawgroup.co.uk)

Contact: Frank Rogers

The Employment Law Group provides a comprehensive, cost-effective service to help clients cope with the increasingly onerous burden of legislation in the complex areas of Employment Law and Health & Safety.

We will provide for small and large business alike as they travel through the minefield of employment law by offering on going business support. Our services include:

We will produce a book of policies, procedures and practices, specifically tailored for your business.

We will guarantee that when you become a partner of The Employment Law Group, and follow the advice from the advice line you will never have to pay Industrial Tribunal awards ever again.

We will ensure that you are constantly updated on the ever changing face of UK Employment and Health & Safety Law.

We will provide an accreditation to the national standard for Diversity & Equality.

We will tailor make a solution that fits your requirements.

We will give you as a manager or business owner that rare commodity - time, time to concentrate on running your business and keeping it profitable.

Using our services means you you can enjoy what you should be doing - managing your business.

# The Ink Group Ltd

The Coach House, Marston Lane  
East Farndon, Market Harborough  
Leicestershire  
LE16 9SL

Telephone: 01828 419 048  
E-mail: [simon@inkgroup.co.uk](mailto:simon@inkgroup.co.uk)  
Web: [www.inkgroup.co.uk](http://www.inkgroup.co.uk)

Contact: Simon Bullock

Good print management can reduce your print project costs significantly. Why? Because print management is about matching the right printer to meet your exact project needs.

Ink is an independent print management company with years of experience in all aspects of print – from litho print, long run brochures and catalogues to digital print, short run and direct mail pieces.

We can undertake the entire project – from concept, design and artwork through to printing, finishing and mail fulfilment if required. Alternatively, provide us with the print specification and artwork and we will deliver the finished project back to you.

Whether you require large or small volume print, as a one-off project or placement of an annual contract to ensure best prices, ring Ink today and we're certain you will be satisfied with our competitive print quotes and superior service.

## **Why use Ink print management?**

Our industry knowledge ensures you get what you want at a competitive price using our suppliers who trade with good business ethics.

Less hassle – 1 phone call and you receive back the best price having researched for the best option available.

Value for money – we know the questions to ask to make sure you're not being 'ripped off'.

Production expertise – interpreting what you need, offering suggestions/solutions and knowing how to meet your requirements.

Brand consistency – using one source ensures your brand is not abused or changed, the colours are consistent and brand recognition is therefore higher.

**Please call Ink today – print management only in your best interest.**

# The Northampton Flying Chef Ltd

PO Box 151  
Northampton  
NN3 9WF

Telephone: 01604 452293  
E-mail: [david@northamptonflyingchef.co.uk](mailto:david@northamptonflyingchef.co.uk)  
Web: [www.northamptonflyingchef.co.uk](http://www.northamptonflyingchef.co.uk)

Contact: David Bishop, MD

The Northampton Flying Chef specialises in:

Event catering – outdoor events including BBQ's, corporate hospitality, pig roasts, corporate fun days, weddings, parties and christenings  
Placement chefs – long and short term chef requirements  
Kitchen management training

David Bishop is a qualified chef with over 30 years experience in the catering and hospitality industry. He has worked predominately in the hotel and restaurant sector, having been employed by, amongst others, Whitbread the The Swallow Hotel Group for over 18 years. He also worked for a number of years in Switzerland and Canada, where he gained wide and invaluable experience, giving him an excellent background in the preparation of all types of European food and Continental specialities.

All of The Northampton Flying Chef key personnel have many years experience in the catering and hospitality sector. We can offer our extensive knowledge of training practices and are able to offer many consultation services.

Our Chefs are fully trained and qualified to high standards. David will always take full personal responsibility for all services undertaken.

# The Office Genie

7 Lauderdale Avenue  
Northampton  
NN4 8RJ

Telephone: 0845 184 8446  
E-mail: [jacqui@theofficegenie.co.uk](mailto:jacqui@theofficegenie.co.uk)  
Web: [www.theofficegenie.co.uk](http://www.theofficegenie.co.uk)

Contact: Jacqui Frost

Whether you're a small to medium sized business or a one-man-band who doesn't have enough hands to do everything at once, The Office Genie can help you!

Our remote call-handling and secretarial/PA services allow you to focus on getting the job done, while we act as your "front of house" – presenting a slick, efficient and professional image to your customers and prospects at all times.

Research carried out by BT suggests that as many as 69% of potential customers would rather hang up than leave a message. The Office Genie means you no longer have to lose those valuable enquiries, as every one of your calls is fielded by our expert staff, answering the phone using your company name and greeting – and even on your own telephone number. Your messages can be forwarded to you by text or email, or simply held until you're able to deal with them. And the best part is, you can switch the service on and off as you need it, so you're only paying for the cover you really need!

And we don't stop there! You can rely on us to coordinate your online calendar, arrange appointments, and schedule your meetings!

**For the professional face your company deserves, call us on 0845 184 8446 today!**

# Lisa Wilber

733 S Stark Hwy.,  
Weare, NH 0328

Telephone: 603-529-1815  
Web: [www.winnerinyou.com](http://www.winnerinyou.com)

Contact: Lisa Wilber

Lisa Wilber is the first US sponsor for the Jeanette Crizzle Trust. She is listed by [www.directsellinglive.com](http://www.directsellinglive.com) within 'The 50 most influential people in Direct Sales' and is the author of three books including Marketing Ideas for the Wild at Heart and is the owner of The Winner in You.

Lisa has been selling products and recruiting new representatives for Avon Cosmetics since 1981 when she was 18 years old. She is currently the # 4 money earner in the USA, with over 2000 representatives in her downline. During 2007, her downline sold over \$9million dollars worth of products.

She was the first Avon Representative to be featured in an Upline Journal success story and her story is prominently featured in Richard Poe's book "Wave 4".

Lisa is a professional member of the National Speakers Association and was named Ambassador of the Year for the Direct Selling Womans Alliance in 2004 & 2007.

In addition to being astute in business, Lisa is also heavily involved in politics where she represents the Libertarian Party which is the third party after the Democrats and Republicans. In the 2008 election, Lisa received a larger percentage of votes in her district than any other Libertarian in the USA.

**For further information about Lisa go to [www.winnerinyou.com](http://www.winnerinyou.com)**



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