

Evaluation of Education Programme “Give And Let Live”



A Research Report for The Jeanette Crizzle Trust
Prepared by DJS Research Ltd July 2008



Report written for:

Secretary of State for Health - Rt Hon Alan Johnson 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

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





Table of Contents

1.0	Report Structure	2
2.0	Executive Summary	3
3.0	Background	4
4.0	Research Methodology	5
4.1	Method and Sample	5
5.0	Research Findings	6
5.1	Awareness of Give And Let Live	6
5.2	Usage of Give And Let Live	8
5.3	Future Usage of Give And Let Live	11
6.0	Conclusions & Recommendations	14
	Appendix	15
	The Questionnaire	15
	Our Sponsors	22

I.0 Report Structure

This document illustrates findings from a survey which has been undertaken to help establish awareness and usage of a free education service 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, an independent market research consultancy, to conduct an ad-hoc piece of telephone research with schools to assess awareness and usage levels of a Government education programme called “Give And Let Live”.
- 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 of bone marrow, blood and organ donation.
- The research consisted of 500 short telephone interviews with teachers responsible for PSHE.
- Close to a quarter (23%) of teachers were aware of the **Give And Let Live** resource but the majority were not (77%).
- Eleven percent said that they had received the **Give And Let Live** educational resource.
- A small minority out of the total sample (3%) said that they had used it; 97% have not but this is mainly because most are not aware of the resource.
- 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.
- It is clear from the research that awareness of the **Give And Let Live** education programme is low.
- Not surprisingly with low awareness levels, the number of schools using the resource is also low.
- The concept of **Give And Let Live** is clearly one that can work and will be useful and used by schools. However, to achieve this, 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 establish public awareness of bone marrow, blood and organ donation. It will achieve this by conducting a series of research projects, including undertaking independent tracking research and other ad-hoc projects.

DJS Research Ltd, an independent market research company, was commissioned in 2007 to conduct an initial benchmarking stage of tracking research. The research was conducted during June 2007 through to August 2007, prior to the launch of a Government education programme called “**Give And Let Live**”. The findings from this piece of research can be found here: <http://www.jeanettecrizzletrust.org/default.asp?page=229>

The education programme was launched in September 2007 and 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. It is being offered to state and independent secondary schools across the UK and is recommended for use within PSHE, Citizenship, Science and ICT.

Over time the tracking research is intended to help determine the effectiveness of the Government education programme in relation to bone marrow, blood and organ donation. 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 levels of donorship start to increase.

Prior to conducting the second wave of tracking research, it was decided by The Jeanette Crizzle Trust that an ad-hoc piece of telephone research should be conducted with schools to assess awareness and usage levels of the Give And Let Live resource.

This document contains the findings from the telephone research.

Research Methodology 4.0

4.1 Method and Sample

The research 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.

The questionnaire used during the interviews is appended at the end of this document.

Schools were randomly selected throughout England, Scotland and Wales. A total of 500 interviews were conducted as follows:

Table 1: Number of Interviews Achieved by Region

Total	North East	Yorkshire and Humberside	East Midlands	East	South East	London	South West	West Midlands	North West	Scotland	Wales
500	40	47	50	45	49	47	46	49	50	45	32

400 interviews (80%) were conducted with state secondary schools and 100 (20%) were with independent schools.

The fieldwork took place from the 16th June – 11th July 2008.

5.0 Research Findings

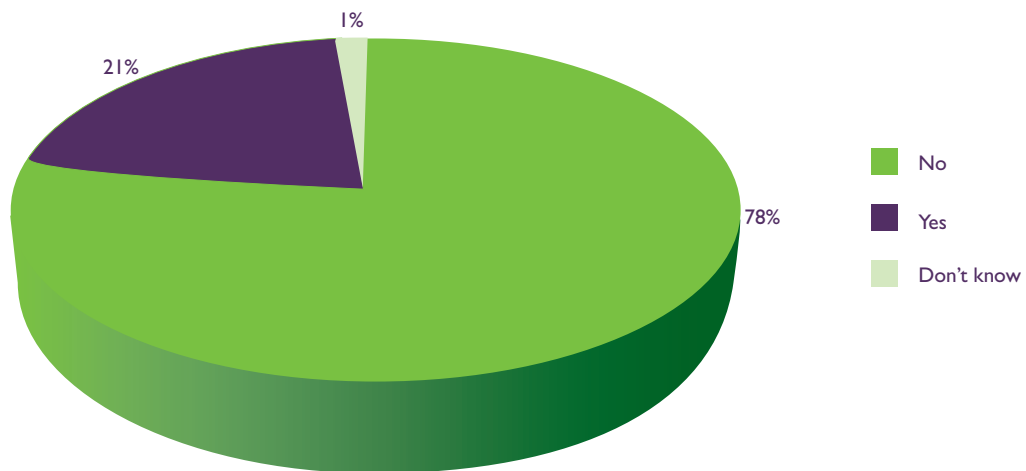
Within this section we will now examine the detailed findings from the research, starting with whether teachers were aware of **Give And Let Live**.

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”** designed to highlight the concept of donating blood, organs, tissue and bone marrow. A fifth (21%) of teachers were aware of the resource but the majority were not (78%) Figure 1 shows the results in detail.

Figure 1: Awareness of “Give And Let Live”

Q) 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**?



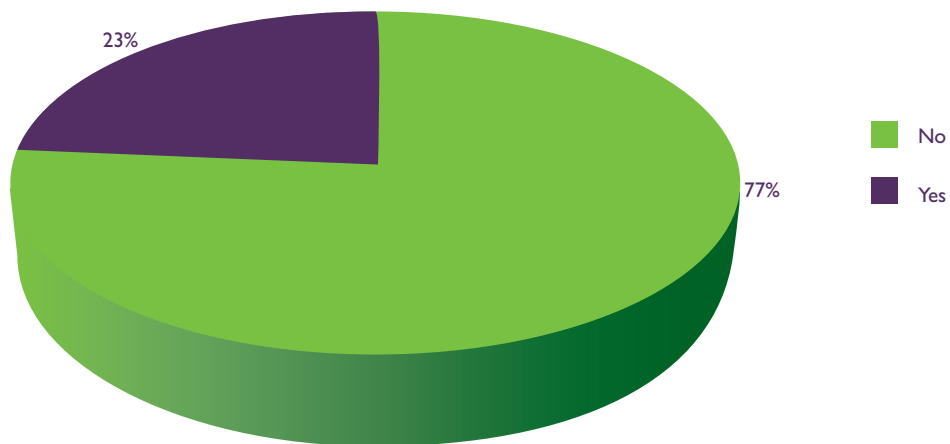
Base: All Teachers (500)

Interestingly, female teachers (24%) were significantly more likely to be aware of the resource compared with their male counterparts (15%).

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 10 teachers said that they did know about the resource, taking awareness levels of **Give And Let Live** to close to a quarter (23%), as illustrated in Figure 2.

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

Q) **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 that something that you are aware of?



Base: All Teachers (500)

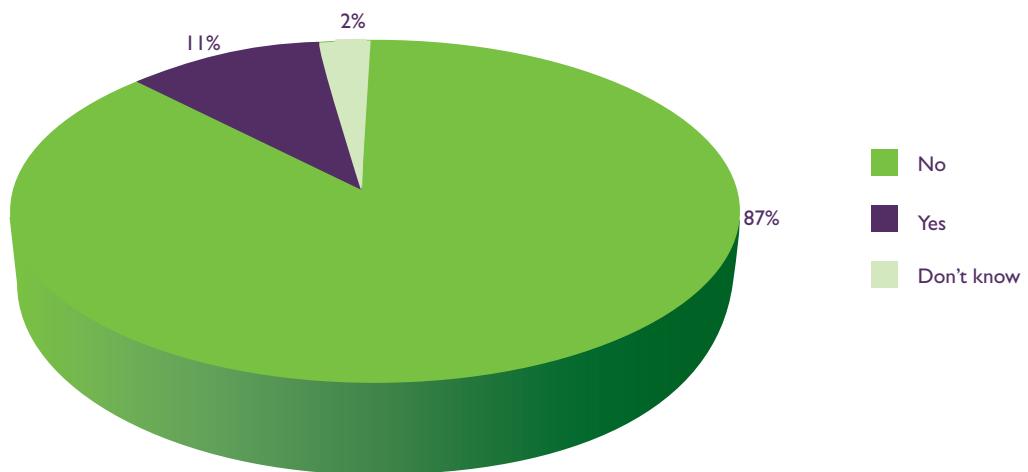
5.2 Usage of Give And Let Live

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, 11% said that they had received the **Give And Let Live** educational resource as outlined in Figure 3. The majority, as already mentioned, were not aware of the resource (77%) or had not received the education pack (10%).

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

Q) Has your school received the **Give And Let Live** educational resource?



Base: All Teachers (500)

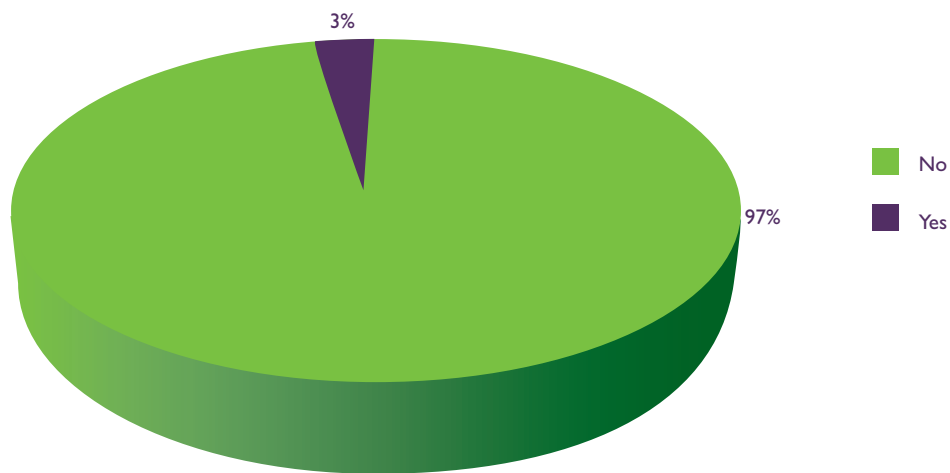
In terms of those who had received the resource, state secondary schools were more likely to have received it (12%) compared with independent schools (5%).

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

A small minority out of the total sample (3%) said that they had used it; 97% have not but this is mainly because most are not aware of the resource. Figure 4 shows the overall usage levels for all schools.

Figure 4: Whether School Has Used “Give And Let Live” Resource

Q) Has your school used the resource with pupils?



Base: All Teachers (500)

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
- will be revamping PSHE over the summer
- PSHE only taught on 6 days - hasn't hit the timetable yet

For those that had used the resource (13 schools) we asked them the extent to which **Give And Let Live** had been used within the school. 8 said it had been used a little, 3 said hardly at all, 1 quite a lot and 1 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
- already use a lot of resources for the subject
- have only just looked at it
- need more packs
- have only used it with certain age groups

The two who had used the resource quite a lot or considerably said that it fitted in well with the school ethos.

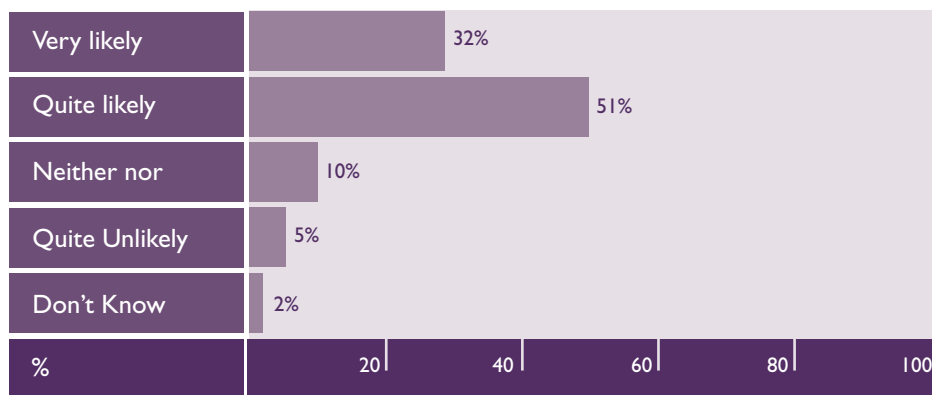
5.3 Future Usage of Give And Let Live

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. The vast majority of these schools (83%) said they were likely to use the resource in the future. A third (32%) said they were very likely. A minority (5%) said they would be quite unlikely with the remainder unsure either way (12%).

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

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



Base: All Teachers who have received “Give and Let Live” but have not used it yet (41)

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

- It’s a relevant/interesting topic for children of that age group – would fit in well
- They are always looking for new topics/resources to inject into the curriculum
- It would make children more aware/raise awareness

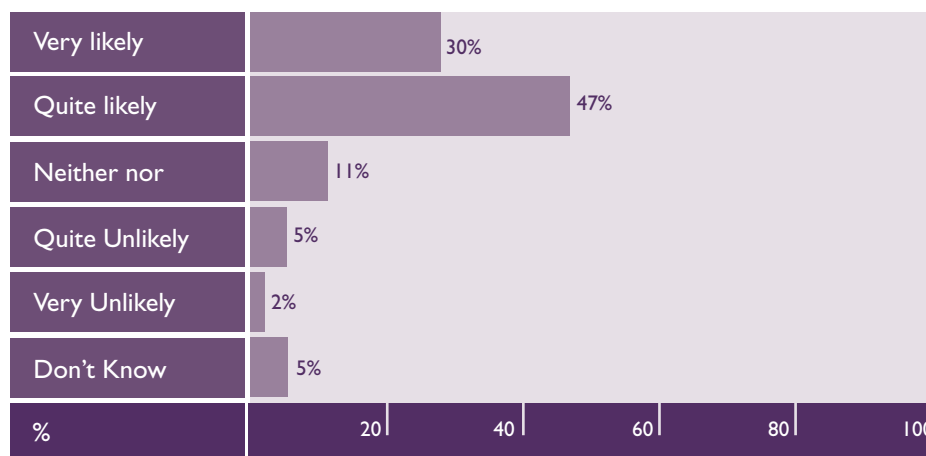
The teachers who were less positive or unsure about using **Give And Let Live**, in the main said:

- Would need to look into it further
- If time permits
- If it benefited the students
- Concentrating on other topics within PSHE – wouldn't be room in the timetable for anymore

Figure 6 shows future usage for all those who were not aware of **Give And Let Live** or had not received the resource. Again, the results were positive. Three quarters (77%) said they were likely to use the resource in the future, with close to a third (30%) saying very likely. A minority (7%) said they would be unlikely to use it and 16% were unsure (they said either don't know or neither likely or unlikely).

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

Q) **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?



Base: All Teachers who are not aware of “Give and Let Live”, or have not received the resource (446)

Those who were likely to use the resource in the future, gave similar reasons to those stated previously for teachers who had not yet used the pack:

- It's a relevant/interesting topic for children of that age group – would fit in well
- They are always looking for new topics/resources to inject into the curriculum
- It would make children more aware/raise awareness
- It's free

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

- Would need to look into it further
- Concentrating on other topics within PSHE – wouldn't be room in the timetable for it
- If it benefited the students
- If time permits
- Would have to see how the students reacted/responded to it
- PSHE is not taught as a formal lesson – would only use certain sections
- Would have to be passed by our Faith/Church first
- If it was bilingual
- Already running a similar scheme

6.0 Conclusions and Recommendations

- It is clear from the research that awareness of the **Give And Let Live** education programme is low. Three quarters of schools (77%) are currently not aware of the resource.
- Not surprisingly with low awareness levels, the number of schools using the resource is also low – 3% of schools have used the **Give And Let Live** resource.
- There is therefore still further work to be done in terms of promoting and marketing the **Give And Let Live** education resource.
- It might be a case that more substantial marketing and communication is required i.e. repeating/building on what has already been done or the current method and approach may need to be revised.
- The concept of **Give And Let Live** is clearly one that can work and will be useful and used by schools - the vast majority (76%) say that they are likely to use the resource in the future.
- To achieve this, more schools need to be told about the resource and have access to it.

Appendix

The Questionnaire



DJS Research Ltd, 21 Botany Business Park, Macclesfield Road,
Whaley Bridge, High Peak, Derbyshire SK23 7DQ

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 2008 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 1

No 2

Do not teach PSHE 3

**CONTINUE
ASK TO BE PUT
THROUGH TO
PSHE TEACHER
THANK AND CLOSE**

QI 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 1

No 2

Don't know 3

GOTO Q3

GOTO Q2

GOTO Q2

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 | GOTO Q3 |
| No | <input type="checkbox"/> 2 | GOTO Q10 |
| Don’t know | <input type="checkbox"/> 3 | GOTO Q10 |

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

Q3 Has your school recieved the “Give And Let Live” educational resource?

- | | | |
|------------|----------------------------|-----------------|
| Yes | <input type="checkbox"/> 1 | GOTO Q4 |
| No | <input type="checkbox"/> 2 | GOTO Q10 |
| Don’t know | <input type="checkbox"/> 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 | <input type="checkbox"/> 1 | GOTO Q5 |
| No | <input type="checkbox"/> 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 | <input type="checkbox"/> 1 |
| Quite a lot | <input type="checkbox"/> 2 |
| A little | <input type="checkbox"/> 3 |
| Hardly at all | <input type="checkbox"/> 4 |

Q6 Why has it been used that much/little?
PROBE FULLY.WRITE IN BELOW

GOTO 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

GOTO END

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

GOTO END

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 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 | <input type="checkbox"/> | 1 |
| Quite likely | <input type="checkbox"/> | 2 |
| Neither likely nor unlikely | <input type="checkbox"/> | 3 |
| Quite unlikely | <input type="checkbox"/> | 4 |
| Very unlikely | <input type="checkbox"/> | 5 |
| Don't know | <input type="checkbox"/> | 6 |

Q11 Why do you say that?
PROBE FULLY.WRITE IN BELOW

SAY TO ALL

If you are interested in further information about “Give And Let Live” it can be found at www.giveandletlive.co.uk and 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 THE NUMBER IF REQUIRED (+44 (0) 500 396 999).

THEN THANK AND CLOSE

End

Our Sponsors

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Rotary Club of Bedford

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.

www.bedfordrotary.co.uk

Apex Office Interiors Ltd

Apex Office Interiors Ltd
579 Dunstable Rd
Luton
Bedfordshire
LU4 8QW

Telephone: 01582 492 434
E-mail: sales@apex-office.com
Web: www.apex-office.com

Office design - office fit-out and re-furbishment – office furniture & seating.

“Office workers spend more time at work than any other place - including bed”

Since 1990 Apex Office Interiors have designing, and equipping modern offices - creatively adapting available space & re-furbishing and modernising building facilities inside & out.

From reception to boardroom - car park to despatch dock – the benefits of improving your business image to suppliers and customers and improve the working environment for your staff are well documented & means fast payback or if you prefer, return on investment !

Take a step toward creating a more cost effective office incorporating energy efficient heating, lighting and environmentally sustainable furniture & fittings. Address the noise problem of open plan offices and create comfortable spaces suited for modern work practices.

Most projects qualify for 100% Company Tax offset - and there are variety of funding options. So why give money to the Chancellor when it can be used to make your business more comfortable, more desirable & a more efficient place to work?

If you want to find a professional business interiors partner look no further. Contact Apex Office Interiors Ltd.

The one stop solution for modern business property and facilities support.

**www.apex-office.com e-mail; sales@apex-office.com
or call us on 01582 492 434**

Jax Marketing

Rectory Farm
Rushton
Northamptonshire
NN14 1QP

Telephone: 01536 713431
E-mail: web@jaxmarketing.co.uk
Web: 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.

DBfB Communications Ltd

Cato House
Talevera Way
Moulton Park
Northampton
NN3 6RW

Telephone: 08704 424924
E-mail: info@dbfb.co.uk
24 Hour Support: 07932 999000
Web: www.apex-office.com

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.

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

24 Hour Support: 01536 482187

Web: 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 servery 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.

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
Web: 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.

Technofriend Computer Training & Support

28 Atterbury Way,
Great Houghton
Northampton
NN4 7AU

Telephone: 01604 767 177
E-mail: enquiries@technofriend.co.uk
Web: 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.

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.

CR Fensome Locksmith

7 Robinson Way
Wootton Fields
Northampton
NN4 6FJ

Telephone: 01604 661872
E-mail: craig@locksmith-northampton.co.uk
Web: 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.

The Office Genie

7 Lauderdale Avenue
Northampton
NN4 8RJ

Telephone: 0845 184 8446
E-mail: jacqui@theofficegenie.co.uk
Web: 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!

PlanIt Perfectly

1 East Street
Irchester
Northamptonshire
NN29 7BG

Telephone: 01933 357 074
E-mail: info@planitperfectly.co.uk
Web: 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.

Aceona Management Ltd

Yeo House, 14 High Street
Twywell, Nr. Kettering
Northamptonshire
NN14 3AH

Telephone: 01832 734 055
E-mail: enquiries@aceona.co.uk
Web: www.aceona.co.uk

Contact: Jeff Screeton

Whether you're a small to medium sized business or a one-man-band who Aceona Management Ltd. (AML) is a fourth party (4PL) supply chain management company. Operating across all transport modes, independence from owned assets and a detailed knowledge of the market enables the company to offer its clients more flexible and cost-effective shipping, transport and storage solutions, saving in some cases up to 30% on transport costs and improving clients' green credentials in the process. The 4PL model substantially reduces financial and operational risk and is better able to accommodate rapid changes in clients' businesses. www.aceona.co.uk

In a joint venture with two other companies AML has put together possibly the first 5PL (fifth party) offering that facilitates strategic supply chain co-ordination across complex manufacturing and retail global supply chains. The combination of greater visibility of products, more accurate planning and processing, less stock/WIP in the supply chain and more efficient transport utilisation means much lower operating and capital costs. The new venture, entitled 5PL Supply Chain Engineering, ultimately aims to offer the 5PL model via a web-based portal which is designed to further simplify stock ordering and control and give users live visibility within the total supply chain.
www.5-PL.com

The Employment Law Group

59 Park View,
Kettering
Northamptonshire
NN16 9RJ

Telephone: 07737 519 968
E-mail: frank.rogers@employmentlawgroup.co.uk
Web: 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 can enjoy what you should be doing - managing your business.

APS Promotions

132 Kingsley Park
Northampton
NN2 7HJ

Telephone: 01604 710050
E-mail: sales@aps-promotions.com
Web: www.aps-promotions.com

Contact: David Atkins

First impressions always count, and at APS Promotions we help you impress your customers through the supply of quality embroidery and printing onto corporate wear, workwear, safety wear and team or leisurewear

Do you need to tell your customers who you are, what you do or thank them for their business? If so we also supply vehicle graphics, signs and banners and personalised promotional products. If you want an individual look that helps your company stand out then APS can help you with bespoke products, logo's and a message that gets everyone's interest.

You always benefit from buying through APS because we guarantee to supply you with great products and brands at very competitive prices from our huge selection of products. All backed up with fast turn around times and a high level of customer service.

The service that you get doesn't just stop at product supply either, you also benefit from our in-house design facilities and innovation based on over 30 years experience in the sales and marketing of a wide range of products.

Berkeley Morgan

355 Wellingborough Road
Northampton
NN1 4ER

Telephone: 01604 634 404
E-mail: mark.maryan@berkeley-morgan.co.uk
Web: 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.

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
Web: 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.

Process Chain Ltd

Thorpe House
93 Headlands
Kettering
Northamptonshire
NN15 6BC

Telephone: 01536 791 953
E-mail: enquiries@processchain.co.uk
Web: 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).

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
Web: 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.

Marshman Price

68 Broad Green
Wellingborough
Northamptonshire
NN8 4LQ

Telephone: 01933 270 918
E-mail: info@marshmanprice.co.uk
Web: 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.

The Northampton Flying Chef Ltd

PO Box 151
Northampton
NN3 9WF

Telephone: 01604 452293
E-mail: david@northamptonflyingchef.co.uk
Web: 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.

HFS Timber

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

Telephone: 01604 581 444
E-mail: enquiries@hfstimber.co.uk
Web: 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.

RTW Printers

Orion Way
Kettering Business Park
Kettering,
Northamptonshire
NN15 6NL

Telephone: 01536 411008
E-mail: enquiries@rtw-printers.co.uk
Web: 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.

Jeanette Crizzle Trust
Wellingborough Innovation Centre
Tresham Institute of Further Education
Church Street
Wellingborough
Northamptonshire
England
NN8 4PD



Jeanette Crizzle Trust
Wellingborough Innovation Centre
Tresham Institute of Further Education
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Wellingborough
NN8 4PD

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