

# Evaluation of Letter to Head Teachers of Secondary Schools in England regarding “Give And Let Live”

Letter dated 25 September 2008

sent by **Ed Balls**, *Secretary of State, Department for Children, Schools and Families*  
and **Alan Johnson**, *Secretary of State, Department of Health*

**March 2009**

A Research Report by The Jeanette Crizzle Trust

## Report written for:

Secretary of State for Health - Rt Hon Alan Johnson 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  
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# I.0 Report Structure

This document illustrates findings from a survey which has been undertaken to establish the effectiveness of a letter sent to all UK Head Teachers of Secondary Schools in England (see appendix i). The purpose of the letter was to draw the attention of Head Teachers to the importance of the free education service called **Give And Let Live**. This 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 conducted an ad hoc piece of telephone research to establish the effectiveness of a letter sent from Ed Balls and Alan Johnson to all Head Teachers of Secondary Schools in England. The letter dated 25th September 2008 (see appendix i) was written to encourage Head Teachers to use the **Give And Let Live** education resource which had been launched in September 2007.

- The research consisted of 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 telephone interviews were conducted six months after the original letter was sent out.

- In March 2009, 28% were aware of the letter, 4% had a vague memory of the letter, while the majority of 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.

The main reasons were:

- i. There are other Government directives which have a higher priority
- ii. There is no additional funding for the **Give And Let Live** resource
- iii. Limited resources within the school prevent them including the **Give And Let Live** pack
- iv. They will find it difficult to fit everything into the timetable

- The UK Government needs to review the marketing, communication and support it offers to Head Teachers and schools if they want the **Give And Let Live** resource to be utilised.

## 3.0 Background

The Jeanette Crizzle Trust is a research organisation which was established to measure the effectiveness of an education resource named **Give And Let Live**, intended to raise the awareness levels of blood, organs, tissue and bone marrow.

The idea was initiated in April 2006 by the Jeanette Crizzle Trust, as a result of a piece of research conducted in the first quarter of 2006. The key recommendations of the findings were accepted by the UK Government in May 2006 and the Give And Let Live resource was formally launched in September 2007 by NHSBT (NHS Blood and Transplant).

It was originally aimed at 14-16 year old pupils, consisting of a teacher's pack, website, lesson plans, activity sheets, real life stories, debating topics, games, films and other activities. It was offered to state and independent secondary schools across the UK and was recommended for use within PSHE, Citizenship, Science and ICT.

In September 2007, the Jeanette Crizzle Trust completed a report measuring the general levels of public awareness in the UK of blood, organs, tissue and bone marrow. The full report can be found at <http://www.jeanettecrizzletrust.org/default.asp?page=229>

In July 2008, the Jeanette Crizzle Trust completed a report measuring the effectiveness of the Give And Let Live resource within the first year of the programme being launched in schools. This report was presented to the UK Government in September 2008. The full 2008 report can be read at <http://www.jeanettecrizzletrust.org/default.asp?page=248>

The key results of the 2008 report showed:

- A small minority out of the total sample (3%) said that they had used it; 97% had not but this was mainly because most were not aware of the resource
- Close to a quarter (23%) of teachers were aware of the **Give And Let Live** resource but the majority were not (77%)
- When asked about the likelihood of using **Give And Let Live** in the future, the vast majority of schools (76%) said that they were likely to use it

In May 2008, Adrian Sudbury, a reporter with the Huddersfield Daily Examiner who had been diagnosed with leukaemia, met with Alan Johnson, The Secretary of State for Health, Ed Balls, The Secretary of State for Children, Schools & Families and Gordon Brown, The Prime Minister.

After the meetings, Alan Johnson and Ed Balls agreed to send a letter to Head Teachers of Secondary Schools in England to encourage them to use the **Give And Let Live** resource. A copy of this letter dated 25th September 2008, was sent to Head Teachers and can be found in appendix i.

The Jeanette Crizzle Trust decided that it might be valuable to evaluate the impact and effectiveness of the letter.

To achieve this, it decided to conduct a piece of ad hoc research with schools, approximately six months later (March 2009), to establish whether the letter had encouraged Head Teachers to introduce the **Give And Let Live** resource.

# 4.0 Research Methodology

## 4.1 Method and Sample

The research consisted of a series of short telephone interviews with the Head Teachers' Secretaries. The main thrust of the interview was to establish whether the Head Teacher had received the letter from Alan Johnson and Ed Balls dated 25th September (appendix i) and, if they had received it, to what extent had the letter influenced them in using the resource.

The questionnaire used during the interviews is available in appendix ii.

Schools were randomly selected throughout England and a total of 250 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
250	25	27	28	31	32	28	25	28	26	0	0

All interviews were conducted with state secondary schools in England and none were conducted with independent schools, as the letter in appendix i is addressed "To: Head Teachers of secondary schools in England" only.

The fieldwork took place between the 2nd March and 20th March 2009.

# Research Findings

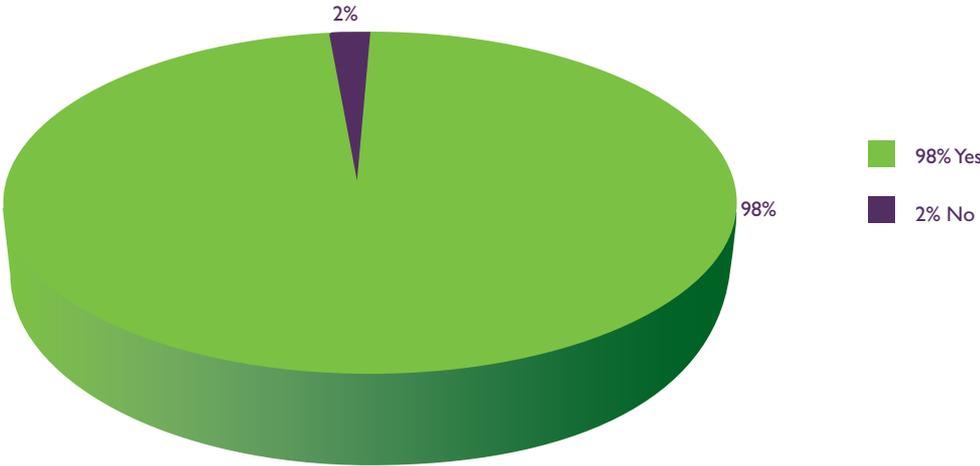
# 5.0

Within this section we will now examine the detailed findings from the research.

## 5.1 Secretaries receiving mail for the attention of the Head Teacher

The Secretary to the Head Teacher was asked if they received all correspondence addressed to the Head Teacher. The vast majority, 98% of Secretaries, confirmed they saw all correspondence into the school while the minority, 2% of Secretaries, responded by saying that they did not see all correspondence.

**Figure 1:**  
Question to the Secretaries of the Head Teachers: "Do you personally receive all correspondence addressed to the Head Teacher?"



Base: Secretaries to Head Teachers (250)

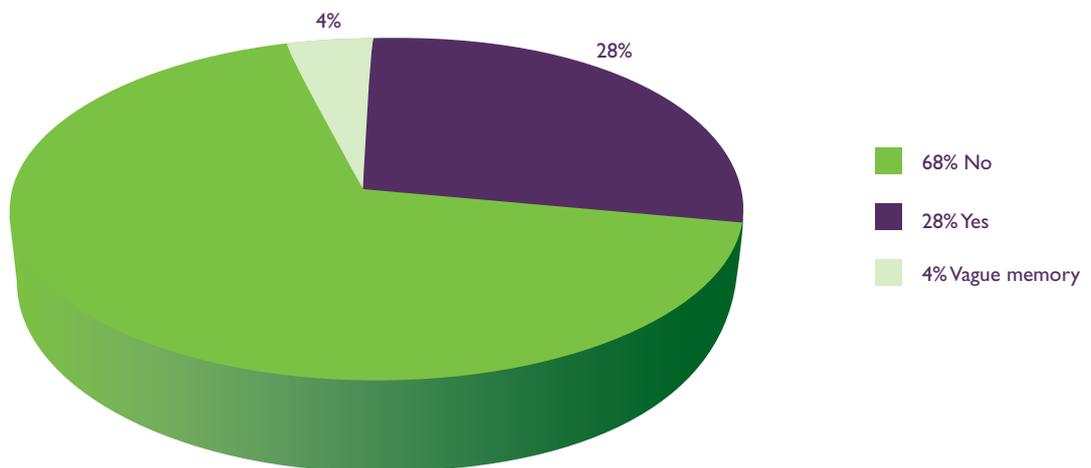
## 5.2 Receipt of letter dated 25th September 2008

The Secretaries who confirmed that they saw all correspondence addressed for the Head Teacher were asked if they had received the letter dated 25th September 2008 about the Give And Let Live education resource.

The response was that 28% of Secretaries were aware that their Head Teacher had received the letter, 4% had a vague memory of the letter while the majority of 68% had no recollection or record of the letter being received.

**Figure 2:**

Question to the Head teachers' Secretaries who had confirmed that they personally saw all letters to the Head Teacher: "Did you receive a letter dated 25th September 2008 from Ed Balls and Alan Johnson?"



Base: Secretaries to Head Teachers (250)

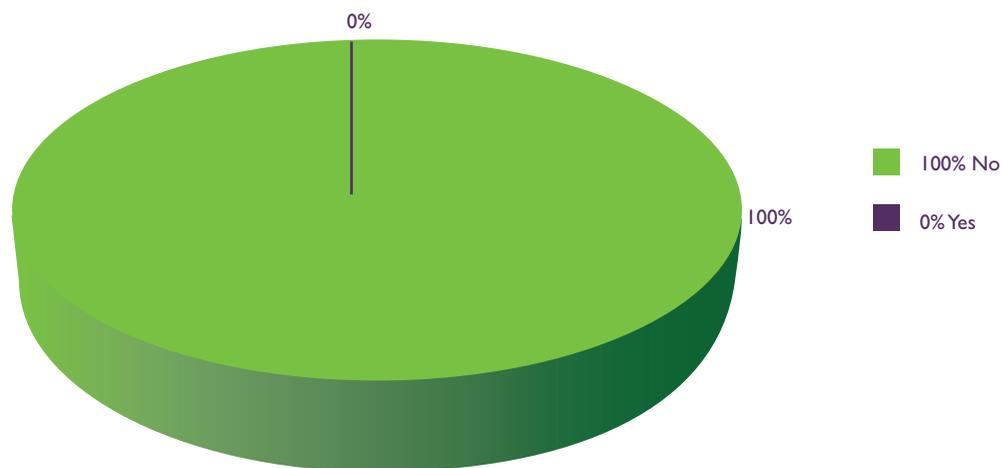
### 5.3 Intention to act upon the letter

The 28% of Secretaries who confirmed that had received the letter were asked if their Head Teacher intends to utilise the **Give And Let Live** resource within the school.

The Secretary either responded directly or checked with the Head Teacher and for the latter a second phone call was made. The response was a unanimous 100% that it is not the intention of the school to implement the **Give And Let Live** resource in the foreseeable future.

**Figure 3**

Question to the Secretaries of the Head Teachers: "Is the school intending to use the **Give and Let Live** resource?"



Base: Secretaries to Head Teachers (250)

The Secretaries were asked for the reasons the Head Teacher was not able to include the **Give And Let Live** resource within the foreseeable future. The main reasons were:

- i. There are other Government directives which have a higher priority
- ii. There is no additional funding for the **Give And Let Live** resource
- iii. Limited resources within the school prevent them including the **Give And Let Live** pack
- iv. They will find it difficult to fit everything into the timetable

# Conclusions and Recommendations

## 6.0

- It is clear from the research that six months after the letter was sent, the majority of schools had no record of receiving the letter from Ed Balls and Alan Johnson. We found that 28% were aware of the letter, 4% had a vague memory of the letter while the majority of 68% had no recollection or record of the letter being received.
- Of the 28% who have received the letter, none of these are able to take any action to implement the **Give And Let Live** resource within the foreseeable future
- The key reasons for not being able to implement the **Give And Let Live** resource are:
  - i. There are other Government directives which have a higher priority
  - ii. There is no additional funding for the **Give And Let Live** resource
  - iii. Limited resources within the school prevent them including the **Give And Let Live** pack
  - iv. They will find it difficult to fit everything into the timetable
- There is therefore still further work to be done in terms of promoting and marketing the **Give And Let Live** education resource.
- The UK Government needs to review the marketing, communication and support it offers to Head Teachers and schools if they want the **Give And Let Live** resource to be utilised.



# Appendix i

## The Letter







Rt Hon Ed Balls MP  
Secretary of State

Sanctuary Buildings Great Smith Street Westminster London SW1P 3BT  
tel: 0870 0012345 dcsf.ministers@dcsf.gsi.gov.uk



department for  
children, schools and families



Department  
of Health

25 September 2008

To: Headteachers of secondary schools in England

## **EDUCATION ABOUT BLOOD, BONE MARROW, TISSUE AND ORGAN DONATION IN SCHOOLS**

We are writing to highlight the importance of teaching young people about the donation of blood, bone marrow, tissue, and organs. We need to encourage more young people to debate and discuss the issues surrounding donation, not only to inspire a new generation of donors, but also to raise their awareness of the life-saving procedures made possible by donation.

In September 2007, NHS Blood and Transplant (NHSBT) produced a resource for teachers called 'Give and Let Live', which was designed to provide students aged 14-16 years with greater knowledge and understanding of the key issues surrounding donation. While it is aimed primarily at 14-16 year-olds, it can also be used with other age groups. This resource has recently been updated and is now available to all schools on request.

The 'Give and Let Live' resource incorporates a teachers' pack and supporting materials available on the website at [www.giveandletlive.co.uk](http://www.giveandletlive.co.uk). These include information about donation with stories from real donors, their families and recipients of donated blood, organs, bone marrow and tissue. The resource has been designed to be incorporated within the curriculum to support Personal, Social and Health Education (PSHE), citizenship, ICT, science and religious studies. It provides an opportunity to consider the social, moral, technological and ethical issues surrounding blood, bone marrow, tissue and organ donation.

Last week, NHSBT sent all secondary schools information about the updated resources and website. The teachers' pack and supporting material for



department for  
children, schools and families

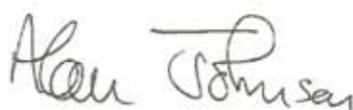
students can be downloaded from this website.

The donation of blood, bone marrow, tissue and organs saves and improves the quality of people's lives. We are committed to increasing the number of registered donors and urge you to encourage your staff to use this resource, so that students have the opportunity to learn more about donation and hopefully, become the donors of the future.

We are also copying this letter to Further Education Colleges.



**ED BALLS**  
Secretary of State  
Department for Children, Schools and Families



**ALAN JOHNSON**  
Secretary of State  
Department of Health

# Appendix ii

## The Questionnaire



**Jeanette Crizzle Trust 2009 Research  
Evaluation of letter to Head Teachers “Give And Let Live”  
Telephone Questionnaire**

**RESPONDENT DETAILS**

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

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

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

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

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

**REGION**

- |                           |                          |           |
|---------------------------|--------------------------|-----------|
| <b>North East</b>         | <input type="checkbox"/> | <b>1</b>  |
| <b>Yorks &amp; Humber</b> | <input type="checkbox"/> | <b>2</b>  |
| <b>East Midlands</b>      | <input type="checkbox"/> | <b>3</b>  |
| <b>Eastern</b>            | <input type="checkbox"/> | <b>4</b>  |
| <b>South East</b>         | <input type="checkbox"/> | <b>5</b>  |
| <b>London</b>             | <input type="checkbox"/> | <b>6</b>  |
| <b>South West</b>         | <input type="checkbox"/> | <b>7</b>  |
| <b>West Midlands</b>      | <input type="checkbox"/> | <b>8</b>  |
| <b>North West</b>         | <input type="checkbox"/> | <b>9</b>  |
| <b>Scotland</b>           |                          | <b>NA</b> |
| <b>Wales</b>              |                          | <b>NA</b> |

Only contact Secondary Schools in England

## Introduction

### **ASK TO BE PUT THROUGH TO THE SECRETARY OF THE HEAD TEACHER**

Good morning/afternoon. I am ringing about a letter dated 25th September 2008 which was sent from The Secretary of State for Health, Alan Johnson and The Secretary of State, Department for Children, Schools and Families, Ed Balls. The letter is about an education resource called **Give And Let Live**.

We would just like you to let us know if:

1. If you have received the letter
2. Your Head Teacher intends to introduce the resource

Our role is to record this information and write a report to establish the effectiveness and impact the letter has had with Head Teachers.

I can confirm that any information you supply will be treated as totally confidential and will not be shared with any third party. In addition, the name and region of your school will remain anonymous in any data we publish.

My name is \_\_\_\_\_ from the Jeanette Crizzle Trust which is a dedicated research organisation and registered charity. I can also confirm that our work has nothing to do with sales or giving money to any charity

## Questions

**Q1** Do you personally receive all correspondence for the attention of the Head Teacher?

Yes       No

**IF YES GO TO 2.**

**Q2** Did your Head Teacher receive a letter from Ed Balls and Alan Johnson dated 25th September 2008?

Yes       No

**IF YES GO TO 3.      IF NO, ASK FOR VERIFICATION**

**Q3** Is the school intending to use the **Give And Let Live** resource in the foreseeable future?

Yes       No

**IF NO, ASK FOR REASONS**

End call by reassuring them that any information supplied by them, naming their school, will not be made available to any third party.

**THEN THANK AND CLOSE**

End

# Our UK Sponsors

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

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**[www.askmk.com](http://www.askmk.com)**

# Bedford High School for Girls

Bromham Road,  
Bedford  
MK40 2BS  
UK

**Telephone:** +44(0)1234 360221  
**Fax:** +44(0)1234 353552  
**E-mail:** [head@bedfordhigh.co.uk](mailto:head@bedfordhigh.co.uk)  
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**Please call us on Freephone 0800 014 1837**

# Bedford School

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# Berkeley Morgan

355 Wellingborough Road  
Northampton  
NN1 4ER

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**E-mail:** [mark.maryan@berkeley-morgan.co.uk](mailto:mark.maryan@berkeley-morgan.co.uk)  
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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.

# CR Fensome Locksmith

7 Robinson Way  
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Northampton  
NN4 6FJ

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**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.apex-office.com](http://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.

# 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:** 01780 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 Limited

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

**Telephone:** Freephone 0800 014 1837  
**E-mail:** [enquiries@hillcrofthouse.co.uk](mailto:enquiries@hillcrofthouse.co.uk)  
**Web:** [www.hillcrofthouse.co.uk](http://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 and help to make a difference to your organisation.

**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:** 01536 461900  
**Fax:** 01536 461100  
**E-mail:** [adrian.urquhart@moorestephens.com](mailto:adrian.urquhart@moorestephens.com)

**Contact Partner:** Adrian Urquhart  
**Partners:** Fred Murphy, Gerard Mallaghan, Adrian Urquhart,  
Nick Bairstow, Philip Walding

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 and 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.

[www.moorestephens.co.uk/websites/uk/uk.nsf/pages/uk.corby](http://www.moorestephens.co.uk/websites/uk/uk.nsf/pages/uk.corby)

# 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

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](http://www.bedfordrotary.co.uk)**

# 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 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.

# Stonehouse Press Limited

## Head Office

8 Bentley Court  
Finedon Road Industrial Estate  
Wellingborough  
Northamptonshire  
NN8 4BQ

## London Office

271 Regent Street  
London  
W1B 2ES

**Telephone:** +44 (0)1933 442604  
**Fax:** +44 (0)1933 275258  
**E-mail:** [dnelson@stonehousepress.co.uk](mailto:dnelson@stonehousepress.co.uk)  
**Web:** [www.stonehousepress.co.uk](http://www.stonehousepress.co.uk)

Stonehouse Press Limited is a young, dynamic and creative company offering a wide range of design and print solutions. Our team of experts, and their single-minded focus on helping clients meet their objectives, ensure we produce an end result that will surpass expectation.

Our innovative design studio is capable of producing fresh and eye-catching designs across a variety of media including websites, exhibition display, signage as well as all general printed collateral. Combined with our print service we offer a comprehensive solution for your business which, not only can save you money, but can also increase the speed to market of your marketing campaigns.

With the recent opening of our London office in Regent Street, and heavy investment in the latest origination, pre-press and print equipment, we can offer an efficient, pro-active and responsive service that comes with a lean price tag.

**If you would like to see our portfolio of work contact David Nelson at [dnelson@stonehousepress.co.uk](mailto:dnelson@stonehousepress.co.uk)**

# 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 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!**

# Our US Sponsors

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

**Lisa Wilber**

**52**

# 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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