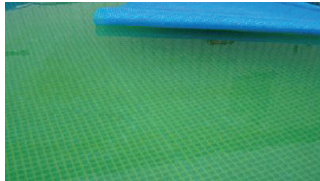


Local businesses beating the downturn



PLASTIPACK LIMITED



Pool without EnergyGuard



...and with EnergyGuard

New EnergyGuard cover beats swimming pool algae

An innovative new swimming pool cover material is being launched at two international industry exhibitions by local company Plastipack Limited.

The unique EnergyGuard material can eliminate swimming pool algae growth. This enables a pool owner to save time, money, water and energy usage. Independent scientific tests prove that it works:

- A UK test lasting two months proved that a pool with an EnergyGuard cover remained clear of algae without chemical treatment (see above.)

- A UK pool was covered with an EnergyGuard cover and a woven mesh debris cover from October 2008 to April 2009. No winter pool chemicals were used. The water was clear of algae after the six month winter period.

A pool owner will save many hours of pool preparation time by not having to filter, backwash and vacuum the pool, as well as saving money on chemicals and electricity usage.

The innovative combination of a dark blue top surface and a black underside means that the cover absorbs the sun's heat while blocking the sunlight to inhibit algae growth.

Eliminating swimming pool algae offers many advantages to the pool owner:

- Save money by using up to 60% less pool chemicals
- Reduce electricity usage and costs by cutting filtration/pump time by up to 50%
- Reduce filter blockages
- Save money and time

preparing a pool after the winter period.

The EnergyGuard cover also provides commercial and domestic users with the benefits of reducing energy consumption to heat the pool by over 50%. The cover is a great investment because it can be used as a winter pool cover too.

The durable 500 micron EnergyGuard swimming pool bubble cover material is supplied in two UV formulations. Plastipack sells the material in roll form to fabricators around the world. Ask your pool shop for details.

Find out more about EnergyGuard and other new products at www.plastipack.co.uk or contact Pauline Ralph on 01424 851659 or pauline.ralph@plastipack.co.uk

Unique Hair Studio goes from strength to strength

Unique Hair Studio, based in Parkstone Parade, Parkstone Road Hastings is going from strength to strength.

Proprietor Linda Smith says "Because of the recession I didn't want to become invisible, so back in January this year I took a chance and spent out on advertising in local papers, leaflets and on Arrow fm.

Although this means that my profit margin has taken a bit of a nose dive, it is starting to have the effect I hoped for. I have just taken on three new members of staff, and hope to increase that profit margin within the next year.

I am also in the process of marketing my new Hair Academy, EHA (Elite Hair Academy) I have funding to deliver NVQs in Hairdressing

and Key Skills to Modern and Advanced Modern Apprentices. I am also going to provide the same training programme and qualifications to self funded students. I am hoping that this business will grow with a positive reputation, high standards and enough profit within two years to employ teaching and technical staff.

So chin up Britain, there are some positive things being made to happen out there!"

Keegan Ford Sponsorship success

Keegan Ford Sponsorship, an expanding company based at the Creative Media Centre, is certainly proving to be one of Hastings' local success stories over recent years.

Keegan Ford, winners of awards for "Outstanding Contribution to the Community" and "Innovative Business of the Year", has partnership agreements in place with many local authorities across the UK to provide businesses with opportunities to raise their local profile through the sponsorship of highways roundabouts. Companies wishing to sponsor a roundabout in Sussex or elsewhere in the UK can do so via the website at www.SponsorThisRoundabout.com or on 0845 2741 118.

Aquamarine Sports goes fishing

Family-run firm Aquamarine Sports, located on Bexhill Road, started trading in November and has reported that they are very pleased with the business they've received in the past nine months, particularly in view of the present uncertain financial climate. Four years were spent

on research before eventually taking the plunge as it became evident that there was a need for a fishing tackle shop to the western end of St Leonards.

Proprietor Theo Nicolaou is a keen fisherman and when he's not manning the shop he is usually found on the local beaches digging lugworm bait for the shop. It reflects Theo's and son Loukas' interest in all fishing disciplines and both are keen to spend their spare time assisting anglers with the practical side of things. Many customers, both beginners and the more experienced, comment on the attention and assistance they've received. "We take great pleasure in helping our customers" Theo commented.

Aquamarine Sports recently hosted a successful beach/fishing barbecue for all their regular customers and although few fish were caught, many have requested that this become a regular feature.

Rosemary, Theo's wife, feels that the key is to strive to keep the business fresh, and with this philosophy in mind Aquamarine Sports are already making plans for the next year, which will see many new developments.

Aquamarine Sports Ltd is open 7 days a week Mon-Weds 08.00-17.30, Thurs-Fri 08.00-18.00, Sat 07.30-18.00 and Sundays 08.30-13.30.

Call 01424 439866 for any enquiries and to place bait orders.



Shaping skills for the future

STUDENTS from Hastings and Bexhill have been developing skills for the world of work thanks to the Enterprising Schools project run by Ten Sixty Six Enterprise and local education consultancy Magnified Learning.

With 61 events delivered, the project has aimed to provide a deeper understanding of five key employment sectors: Construction; Creative and Media; IT; Food; and Engineering and Manufacturing.

"We've presented these sectors through fast-paced, one day 'apprentice-style' challenges", says Jonathan Dolding of Ten Sixty Six Enterprise. "Each event has aimed to improve the understanding of finance, and develop key employability skills."

"The project is not solely focused around young people starting a business, but also about developing the skills that employers demand these days" says Aroop Tanna of Magnified Learning. "It's been about helping young people understand the world of work."

From the schools' perspective, the project has had a genuine influence on students. "At St Richards we've seen the take-up in Year 10 Business Studies grow almost four-fold in the last 12 months" says Becci Forster, Head of Business Studies. "The main reason given by our students was the positive and engaging experience of the Year 9 Beach Bash Enterprise Challenge. The events delivered by Ten Sixty Six Enterprise and Magnified Learning have been key to introducing our students to the skills required to succeed. Bringing together business and education has allowed employers to work first-hand with local students – helping them to work on real business issues."

The Enterprising Schools project was funded under the Local Enterprise Growth Initiative Programme, administered by Hastings Borough Council.

Discover more about Ten Sixty Six Enterprise and Magnified Learning at www.1066enterprise.co.uk or www.magnifiedlearning.com

Could your business use a refreshing boost?

The Hastings Working Capital Loan

If you have a Hastings-based business, we may be able to support you through cash-flow difficulties even when your bank declines to help!

We give you FREE guidance and support for the duration of the loan, and if you need help with other items, such as equipment, our standard business loan could be just what you need.

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