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Media Release

Eileen scoops award for the best new business idea

Eileen Le Voi was crowned as the winner of Greater Peterborough's competition to find the Best New Small Business Idea 2008, organised by the Peterborough Enterprise Programme.

Eileen, 41, who impressed judges with her website, TrustourTrades.com, a local network of vetted and recommended tradesmen, was awarded her prize by three-time Olympic medallist and TV personality, Kriss Akabusi who entertained the audience of more than 100 with an energetic and humorous speech at the Broadway Suite, Broadway Theatre, on Wednesday (March 12).

TrustourTrades.com will cover all PE postcodes, and software consultant Eileen, from Hampton, believes that her idea will provide a much needed public service and will help to eradicate rogue tradesmen by promoting the best tradesmen in Greater Peterborough.

As part of her prize in the Start Doing Something New Today competition, Eileen will now have the support and guidance of the panel of judges for the next 12 months, as well as £2,000 towards the realisation of her ambitious business plan.

She said: "I am thrilled to have won this competition and am incredibly excited about the future of TrustourTrades.com. Choosing a tradesman is often a lottery – you just don't know who you are going to get and whether they are going to do a good job. With TrustourTrades.com you will have complete peace of mind with our members and will be able to make an informed choice by accessing detailed information on local vetted and approved tradesmen, including real testimonials and recommendations – which is like word of mouth, only bigger and better!

"At present I am working on the first phase of the business and am appealing to local residents to log on to the website and recommend any tradesmen who may be worthy of membership.

"This is a very exciting opportunity for local tradesmen who want to increase their profile and credibility, and with the extensive marketing campaigns planned for TrustourTrades.com, it will

help them to grow their business. Only a limited number of members are required so my advice to reputable tradesmen is to log on now to register their interest, otherwise they will get left behind!"

Katie Hart, director of Peterborough Enterprise Programme, said: "This year it was harder than ever before to choose a winner. All five finalists had fantastic ideas, and I am sure they will all go on to run successful businesses. I would like to congratulate Eileen, who impressed the judges both with her idea and with her drive to succeed and deliver her vision of TrustourTrades.com, and wish her every success in the future.

"I would also like to thank the sponsors of the competition, Athene Communications, Hegarty LLP Solicitors, HSBC, MacIntyre Hudson Chartered Accountants and the Evening Telegraph for their support. Entrepreneurship is such an important part of our local economy, and it is fantastic to see that it is going strong in Peterborough!"

The runners up were Glyn Reed who has set up a photography company, Lovelylight Images & FLASH! Events, specialising in landscape and event photography; Phil and Lisa Meakins who have set up Peterborough Raceway, a new indoor go-karting track in North Bretton due to open in the next few months; Michaela Goodliffe who is planning to launch a children's soft play centre called BizzY BodZ; and Victoria Leeds who has set up her company, Cycle Maps UK Ltd, to develop and market cycle maps. The remaining finalists will each receive six months' mentoring from one of Peterborough Enterprise Programme's experienced business advisors.

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Notes to Editors

Peterborough Enterprise Programme is part of Cambridgeshire Enterprise Services. Other enterprise offices are based in Cambridge, Ely, Huntingdon and St Neots. Services they offer include one-to-one support, networking events, advice on available workshops and access to a comprehensive range of on-line information.

Media Enquiries

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