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**Media Release**

**Finalists revealed in business ideas competition**

Finalists in this year's Start Doing Something New Today competition will be venturing into the dragon's den this Friday (March 7) to present their ideas to judges and stake their claim for the title of Greater Peterborough's best new business idea.

The winner, who takes home a trophy, £2,000 cash and 12 months' free mentoring from some of the city's leading business figures, will be announced by three-times Olympic medallist and TV personality Kriss Akabusi at a special awards evening on Wednesday March 12.

Judges met to whittle the entries down to just five finalists: Glyn Reed, Victoria Leeds, Michaela Goodliffe, Eileen Le Voi, and Phil and Lisa Meakins.

Primary school teacher and keen photographer Glyn Reed, 51, from Eastfield, is hoping to set up his own business as an event photographer with a difference. There are two elements to Glyn's business idea as he plans to offer artistic landscape photography through Lovelylight Images, and 'paparazzi on demand' for events, both large and small, through FLASH! Events.

Former Travelchoice employee, Victoria Leeds, 39, from Paston, is looking for success with her business, Cycle Maps UK Ltd, which will produce and market cycle maps and walking routes for all the major towns and cities in the British Isles. The environment is a hot topic at the moment, and Victoria hopes that judges will recognise the immense potential of this green business idea.

Mum-of-five Michaela Goodliffe, 41, from Yaxley, is hoping that judges will favour her idea to create a new soft play indoor children's entertainment centre, called BizzY BodZ. With the support of her family and a wealth of experience, Michaela is hoping that her idea will provide a new take on the popular children's play centre.

Software consultant Eileen Le Voi, 41, from Hampton, hopes her website enabling consumers to access a local network of vetted, approved and recommended tradesmen will appeal to the

judges. Trustourtrades.com aims to eradicate rogue traders and promote the best tradesmen in Greater Peterborough for the benefit and safety of the local community.

Go-karting enthusiasts Phil Meakins, 36, and wife Lisa, 32, from Eastfield, hope the competition will be a springboard towards the realisation of their dream of setting up Peterborough Raceway Limited. They found there was a distinct lack of go-karting facilities in Peterborough, and decided to set up their own business to cater for individuals, groups and corporate bookings in this growing market.

Katie Hart, director of Peterborough Enterprise Programme, said: "The judges were really impressed by the standard of entries this year. We had more applicants than last year and overall the standard was higher.

"It was great to see such a diverse range of business ideas. I know it'll be hard to choose a winner. Whittling them down to just five was difficult enough. We had a great range of entrants from across the ages and sexes. It's heartening to know entrepreneurship is so strong in Peterborough."

Sponsored by Hegarty Solicitors, MacIntyre Hudson Chartered Accountants, Athene Communications, HSBC and the Evening Telegraph, the competition culminates in an awards evening on March 12 at the Broadway Suite, Broadway Theatre, Peterborough. Tickets, costing £10 each, are available by ringing PEP on 01733 426500.

**-Ends-**

### **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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