

DORSET BUSINESS

View the latest magazine online now



24 HOUR BUSINESS NEWS & INFORMATION dorsetbusiness.co.uk



Zimbabwean Prime Minister Morgan Tsvangirai

Our leader reader

ZIMBABWEAN Prime Minister Morgan Tsvangirai has become the latest reader of the Daily Echo.

His deputy, minister of justice, Jessie Majome will be taking copies of the newspaper

back to her homeland following her visit to Marben Engineering in Ferndown.

There she saw three tonnes of books collected for Zimbabwe University by managing director Bernard Roberts.

Carers pledge 60 new jobs

A NEW care business in Bournemouth has pledged to create 60 jobs over the next two years.

Home Instead Senior Care opened its offices at the Discovery Court Business Centre in Wallisdown Road three months ago and has already taken on seven care staff, including a care manager who previously worked for St John Ambulance.

The business has been opened by former IT worker Amanda Baker and her husband Mark, who previously ran a courier firm.

They relocated from the Midlands, looking for a business where they could work together and help others.

To date the couple have invested £50,000, hoping to profit from the burgeoning care sector, a result of an ageing population.

In the first year of trading, a £100,000 turnover is forecast, rising to six times that amount in its second year,

by Tim Saunders

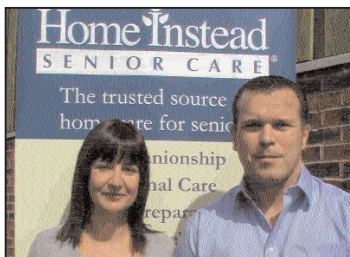


when a profit is forecast.

The duo believes that revenues of £50,000 a month are attainable.

"It takes things back a bit to how home helps used to be," said Mrs Baker, adding that the office is "receiving a steady stream of enquiries".

She explained that her business differs to other care providers because it runs errands for clients and specialises in providing compan-



NEW: Amanda and Mark Baker

ionship, personal care, light housekeeping, meal preparation and transport.

The aim is to help the elderly stay in their homes rather than being pushed into residential care.

Currently covering Bournemouth and Poole, it also offers a service for those in care homes where residents can be taken out for the day. It is looking to cover Christchurch and other areas too.

This franchised office is part of a global business, which was established in 1994 with 40 offices across the UK and 800 worldwide in 15 countries.



Accountant Clair top of the class

A HEAD for figures has resulted in a Poole accountant coming top of the class.

Clair Hogsflesh from Morris Lane in Poole scored the highest points in the country in two of her exams.

She took two first places in the Business Change and the Business Reporting papers in the November 2008 Institute of Chartered Accountants in England and Wales (ICAEW) exams.

After three years of

hard graft, Clair, now a fully-fledged chartered accountant, explained that the two papers, which took three hours each to complete, were part of her final three examinations to gain her ACA accountancy qualification.

Clive Parritt, ICAEW vice president, said: "In the FTSE 100, over half the financial directors hold the ACA qualification, and over half of the chief executives who are accountants are ACAs."



SUCCESS: Clair Hogsflesh receives one of her three awards from the ICAEW's vice president Clive Parritt and Ray Hallett, office managing director of Tenons



IN GOOD SHAPE: Premier Training's Peter Banbury and Chris Ward celebrate with Fitness First's Keith Selwood

In good shape to train

PREMIER Training International in Bournemouth has won a six-figure deal with the world's largest health and fitness group.

Fitness First, which has its head office in Poole, wants all its fitness staff to have level 3 NVQs (national vocational qualifications) and has appointed

Premier to train 500 staff, including 100 newly appointed apprentices.

Peter Banbury, head of corporate operations at Premier Training International, said that the company's courses "are advanced and are helping shape the health and fitness industry of

tomorrow".

Premier Training International will be delivering the NVQ Level 2 Certificate in Instructing Exercise and Fitness and the NVQ Level 3 in Instructing Physical Activity and Exercise.

Non-fitness qualified staff will be required to gain level 2 NVQs.

On the web

Understanding employees are helping keep the region's businesses afloat, according to research by R3, the insolvency trade body.

READ MORE ABOUT THIS STORY AT dorsetbusiness.co.uk

Qualified Tax Accountant.

Fixed Fees. Prompt Service.

Mike Crocker
Bulpitt Crocker Taxation Ltd

01202 586777
www.bulpittcrocker.com