

# Compost firm announces growth

A FIRM specialising in recycling green waste has expanded its operations.  
 TJ Composting in Beddingham, near Lewes, secured £800,000 of financing from Clydesdale Bank to open a third fully licensed site and purchase the machinery needed to produce its nutrient rich organic compost.

The new site, at Ashlyns Farm in Chipping Ongar, Essex, has the capacity to process 25,000 tonnes of green waste per year producing some 15,000 tonnes of soil-conditioning compost per year. It complements the company's headquarters in Beddingham and another site in Swanley, Kent.  
 Charlie Trousdell, who set up TJ

with Petra Johnstone in 2001, said: "We're providing a natural fertiliser which is environmentally friendly and puts carbon back into the soil. It is also cheaper for farmers than artificial fertilisers, which have risen dramatically in price as fossil fuels are used during production, so we are very well placed.

"Farmers using our product are saving in the region of £300 per hectare in fertiliser costs so it's a win-win situation."  
 "The UK composting industry in 2008 will process around 3.75 million tonnes but needs to be processing at least 10 million by 2010, so there is considerable scope for growth."

## Firms and shoppers love entrepreneur's scheme

# 'We can vouch for popular money-saver'

by SAM THOMSON

A YOUNG entrepreneurs' innovative voucher scheme is helping both shops and shoppers beat the credit crunch.

Paul Bate set up Executive 100 Ltd five years ago, aged just 24, as a way to help businesses attract customers through their doors and families to save money.

One of his most successful ideas was Community Saving Vouchers. Originally priced £34.95, each set contained up to £1,500-worth of savings for businesses across the Mid Sussex area.

But because of the worsening economic climate, Mr Bate has now decided to give the vouchers away free, as well as extend the scheme to the Lewes and Uckfield areas.

Mr Bate said: "People like our scheme because they can save money while being encouraged to try new things.

"The businesses love it because it incentivises people to use their services.

"Even if people only used 50% of their vouchers they should save approximately £750 each and with about 10,000 sets getting distributed - that saves people about £7.5 million while supporting local businesses."

The vouchers are being distributed through shops, information centres, schools and at local events.

Mr Bate added: "So far more than 20 schools in the Mid Sussex area have ordered voucher sets to give to every pupil and staff member.

"They recognise that it both gives families great ideas for things to do with the children over the holiday times and helps them save money, which is especially relevant now in the current credit crunch climate."

Business taking part in the scheme have been delighted by the response.

Greg Ashman of Hair Essentials, Burgess Hill, said: "I'd advise any business owner to try it and see the results for yourself.

"We consistently have more than

PICTURE: SAM STEPHENSON

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A CUT ABOVE: Staff at Hair Essentials plug the new vouchers scheme now being offered in Burgess Hill

**"People like our scheme because they can save money while being encouraged to try new things at the same time."**

100 new customers each time the vouchers come out.

"The great thing is that it is very low cost and you can measure exactly how well they have done because people hand the vouchers directly to you to use them."

Katy Jobbins, who owns the Stanford Spa Lagoon in Hassocks, added: "We have to keep one drawer in our till spare for people redeeming the

vouchers as they are so popular. We must have had more than 40 new clients for manicures, pedicures and nails alone in the past month alone.

"And I am confident that the new instant golden tanning and waxing vouchers will prove to be equally as popular this time. We are even having to recruit a new beauty therapist to cope with the demand."

Most of the current voucher sets

have been distributed but some are still available by logging onto [www.communitysavings.co.uk](http://www.communitysavings.co.uk) and clicking on the free vouchers tab.

People can register their email on the site to be kept up to date on new offers and be sent new vouchers when they are available.

The current set, which covers Mid Sussex, runs out in November and new vouchers should be distributed in December. A new set for the Uckfield and Lewes areas will be out in September.

Firms wanting to join the scheme should call Mr Bate on **01273 844249** or email [info@executive100.co.uk](mailto:info@executive100.co.uk).

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