

BEST *New Business*



Above: Winner: Michelle Mills-Porter of Cherish Jewels

Due to health reasons and on the advice of her doctors, in 2007 Michelle downsized her business and after looking for a suitable therapeutic activity, began designing and making her own range of jewellery. Using materials that she sourced from such places as Sri Lanka, Thailand, Tibet, China and Japan, Michelle began producing a beautiful range of what she calls 'meaningful jewellery', which was instantly popular with all who saw it.

By 2008, what had started as therapy had become a profitable business, which Michelle

registered with the Chamber of Commerce and decided to call Cherish Jewels. It was now that she also had one of those 'eureka' moments, when she realised that her new business could help deprived people living in third world countries.

For anyone wanting to buy ready-made pieces of jewellery, she displays examples of her work at the Emerald Grove in Malvern. "I run parties and workshops for both adults and children, supply all the materials needed and give 20% of the revenue generated to charity.

For more information logon to www.cherishjewels.co.uk

BSustained's services and work mainly focuses on providing training, workshops and support for people of all ages groups and abilities with regards to access to healthy eating and living.

BSustained has a particular interest in working with disadvantaged communities, via schools, community groups and individuals. Birgit provides courses such as '5 a Day on a Budget' and 'Fork to Fork' (organic gardening combined with turning the grown produce into tasty, healthy meals). Birgit also delivers 'Train the trainer' events for teachers and trainers for similar workshops.

Birgit is a perfect example of a woman converting her passions, hobbies, interests and values into a business that fulfils her own ambitions, but also greatly benefits others and is a role model to other women considering starting up – she has grown her business very quickly whilst staying true to her strong personal values.

Birgit's ethos is to work in a way that is ethically, environmentally, personally and culturally sustainable.

For more information see www.bsustained.co.uk



Sue Cartwright specialises in helping business owners improve their performance and productivity through project planning, policy development and staff survey facilitation. With over 20 years experience and research into motivational best practice, people management and corporate leadership, Sue is able to help leaders and business owners engage their people to work towards mutually beneficial goals and outputs.

Sue recently achieved gold standard as a SFEDI Business Advisor and is currently working with SWEDA to support individuals across the West Midlands to set up and grow their own businesses. As part of her Unisey Consultancy, Sue is developing a full set of policy, procedure and template documentation for small organisations to help them streamline their activities, comply with legal requirements and achieve quality standard accreditation and award recognition.

Full career profile and current work activities at www.linkedin.com/in/suecartwright

Complete Kidz is run by a qualified PE Teacher who works closely with School Sports Partnerships in Birmingham and Sandwell. Jo Haydon who was a PE teacher for 9 years holds many sports qualifications as a wealth of knowledge and experience of both the National Curriculum and the PESSYP strategy for sport.

The company aims to improve the health and well-being of children by offering increased opportunities for physical activities that are fun safe and meaningful, providing professional sports teaching before, during and after school in children's Fitness, Community Clubs and curriculum teaching as well as Birthday Parties.

Contact Jo on johaydon@completekidz.co.uk

Above L - R: Finalists: Jo Haydon of Complete Kidz, Sue Cartwright of Unisey and Dr Birgit Kehrer of BSustained