

Business scene

andoveradvertiser.co.uk/business

Telephone: 01264 321207

e-mail newsdesk@andoveradvertiser.co.uk Fax: 01264 338723

Commercial property review

SEE PAGE 28

IT'S MORE BOOM THAN GLOOM

'Logistics firms have many opportunities to look forward to'



SEE PAGE 29

COFFEE BEANS OWN ROASTED

Company makes a £38,000 investment to produce fresh coffee



SEE PAGE 30

To advertise in next month's **Business Scene** call

01264 321221

A cool accolade for flooring firm

LOCAL company Alternative Flooring at East Portway has just been voted a CoolBrand for 2013/14, joining two other Andover based companies that already have this accolade - Twinings and Le Creuset.

Style, desirability, authenticity, uniqueness, originality and innovation are the six factors that are inherent in a CoolBrand.

It is the first exclusively floor brand to attain this status.

The CoolBrands list, now in its 12th year, follows a vote by a combination of 3,000 consumers and a panel of 37 designers, style experts, media personalities and prominent figures from the worlds of TV, fashion and music.

Helping rate coolness this year were the likes of TV chef Gizzi Erskine, musicians Laura Mvula and Charli XCX, Bestival founder Rob da Bank and model Daisy Lowe.

Chris Brammall, managing director of Alternative Flooring, said: "The pressure on consumers' disposable income is still considerable, so having a loved and desired brand



Alternative Flooring managing director Chris Brammall

can provide a much-needed edge in the battle for discretionary spend.

"The brand qualities we examine in the CoolBrands survey - such as authenticity and innovation - can be key influences on consumer purchasing, so performing well is not just a thumbs up for

Alternative Flooring's reputation, but an indication of its future success.

"Alternative Flooring is the only exclusively floor related brand to attain this status, a testimony to its creative flair, high quality and eco-conscious heart."

Stephen Cheliotis, chairman of the CoolBrands expert council coordinated by The Centre for Brand Analysis, said the prestigious CoolBrands list was drawn from over thousands of independently identified brands and whittled down into a shortlist of 1,136.

"The panel of 37 influencers then scored each brand, bearing in mind factors such as style, innovation, originality, authenticity, desirability and uniqueness, before 3,000 members of the British public gave their ratings.

"The views of both the panel and consumers were combined to produce a list of the brands most highly rated by both council and consumers.

"Alternative Flooring beat tough competition to take its place in the prestigious list."



Alternative Flooring is officially a cool brand!

Council's efficiency savings are praised

TEST Valley Borough Council has been given a pat on the back for the way it manages its affairs during these difficult times.

The council's Annual Statement of Accounts for 2012-13 has just been published with independent auditors commending the authority for its financial robustness, efficiency savings and maintaining primary services in the face of a tough economic climate.

The statement is independently audited to assess the robustness of the council's arrangements for managing its finances, its efficiency and the effective use of resources and the auditors have again found that there were no areas of material concern.

The auditors noted that: "The authority has established a robust Medium Term Financial plan which it updates regularly as underlying assumptions change.

"It continues to look for efficiencies

and has demonstrated that it can find and achieve savings and more efficient ways of working without cutting primary services. The auditor is satisfied that, in all significant respects, Test Valley Borough Council put in place proper arrangements."

Economic Portfolio Holder Councillor Peter Giddings said: "It is pleasing that despite times continuing to be tough economically the auditors have been able to give a positive endorsement of the council's financial management. This is undoubtedly a reflection of the hard work of our staff and councillors and the emphasis on continuing to deliver against recognised corporate priorities - one of which is building a more competitive local economy."

The Annual Statement of Accounts and the Auditor's Annual Governance Report are available to view on the council's website.



Cllr Peter Giddings

THE COMMERCIAL CENTRE

01264 332274 *enterprise flexible workspace*

The Commercial Centre in Picket Piece, Andover is a thriving business complex 2 miles east of Andover town centre.

Each unit and office/studio suite is suitable for all types of business whether new or established, there are sizes to fit all.

300 sq ft / 400 sq ft / 800 sq ft Office, Studio Suites and Units Starting from £250 per month.

Easy in, easy out. Moving into The Commercial Centre offices and business units in Andover could not be easier. You put down a deposit equal to one month's rent and your first month's rent in advance.

To move out you only need to give one month's notice so you are not tied into lengthy leases. Your deposit is refunded upon leaving if you stay longer than 12 months providing all rents are paid up to date and premises are left clean and tidy.

Please contact us for a viewing. Call Simon Potter on 01264 332274 www.thecommercialcentre.co.uk