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Derby duo claim Chamber Awards 2012 success

An agency specialising in international venue finding and event production and a local luxury apart-hotel are proving that 'Business is Good for Britain' after securing two of the main titles in the East Midlands heats of the Chamber Awards 2012.

Zibrant beat off challengers from across the region to win Marketing Campaign of the Year (sponsored by RBS Group), with Birchover Hotel Apartments impressing judges to land the Commitment to People Development title (sponsored by Acua Limited).

The latter, which employs 24 people across its two sites in Darley Abbey and Allestree, offers an alternative to traditional city centre hotels.

In March 2010, the management diversified its service offer to include hotel facilities in a bid to attract leisure and short-term corporate guests with the results being year-on-year growth.

The firm, who pays some of the highest wages in the industry, has invested heavily in the personal development and promotional prospects of its staff, with the Head of Housekeeping producing regular quality scores to help inform specialist training needs.

It's an approach that is helping Birchover buck sector trends, with occupancy currently at 82% - 10% above the UK average and 5% above figures seen in London.

President of the British Chambers of Commerce Martyn Pellew said: "There has never been a more important time for businesses to showcase the amazing work they are doing on a day-to-day basis.

"The Chamber Awards is a perfect platform for them to do just that and receive the recognition and profile they deserve for helping move the economy forward and create employment, often in local areas."

The British Chambers of Commerce (BCC) Chamber Awards 2012 is committed to finding the best businesses in Britain through a series of regional heats followed by a National Final, due to be held at London's Guildhall on November 29th.

Now in its 9th year, the competition is one of the showcase events for the 'Business is Good for Britain' campaign that highlights the role of business as a positive force for the UK recovery and the success of local communities and individuals.

Located on Pride Park in Derby, Zibrant is a leading provider of international venue finding, event production, congress, event and incentive management and hotel booking services.

It places over 25,000 events in more than 50 countries and currently works with clients in automotive, banking, energy, healthcare, law, oil and gas.

Due to the nature of the industry in which it operates, Zibrant is continually working to keep its existing clients. To add further weight to the personal relationships in place, the firm launched a new marketing campaign around 'client marriage'.

A matrix of communication tools were used in this, including direct mail, e-campaigns, industry forums, new business packs/website and a Goatz CSR scheme. The result has been 100% client retention, a clear indicator that the investment paid off.

Other successful companies in the East Midlands included:

- Hall Fast Industrial Supplies (Achievement in International Business)
- Inspirepac (Excellence in Customer Service)
- Proactive International PR (Most Promising New Business)
- RS Components (Business of the Year and Excellence in Innovation Awards)
- Shredall's Lloyd Williams (Entrepreneur of the Year)
- Whittlebury Hall and Spa (Sustainability Award)

The East Midlands winners will now go forward and compete in their respective categories in the Grand Final, with the chance to win £25,000 and the title of "Outstanding Business Achievement", courtesy of the RBS Group.

Martyn concluded: "A record number of firms have taken part this year, all determined to prove that 'Business is Good for Britain!'"

The Chamber Awards 2012 is supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health and Acua Limited.

For further information or to book your place at the National Awards Final, visit **www.chamberawards.co.uk**

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Notes to Editors

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**