



Embargoed until 1st October 2012

Ayr College lands Chamber Awards success

One of South West Scotland's leading further education providers is proving that 'Business is Good for Britain' after launching a new facility to develop the engineers of the future.

Ayr College, which employs 367 people, beat off challengers from across the country to win the Marketing Campaign of the Year category (sponsored by the RBS Group) at the Chamber Awards 2012's Scottish heats.

Judges were impressed with the way it has promoted the launch of its new Aeronautical Engineering Training Centre to both mature students and young people.

The latter has involved targeting school leavers by hosting the GO4SET competition and an Engineering Fun Day, where pupils were invited to design a new product for air travel.

This combined approach has reaped dividends with 83 apprentices now signed up – a 50% increase on last year.

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.

Ayr College, which is a member of the Ayrshire Chamber of Commerce, is one of six winners in Scotland, who will now go forward and compete for the national titles in their respective categories. All will have a chance to win 'Outstanding Business Achievement' and a £25,000 cash prize, courtesy of the RBS Group.

Other successful companies in the region include:

- Alba Power (Excellence in Customer Service)
- Elan Hair Design (Sustainability Award)
- Entier Limited (Commitment to People Development)
- The Great Turf Company (Business of the Year, Achievement in International Business, Most Promising New Business)
- Vegware (Excellence in Innovation)

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**