



**Embargoed until 1st October 2012**

## **Brighton entrepreneur enjoys Chamber Awards success**

A local entrepreneur is proving that 'Business is Good for Britain' after launching a new business that is promising to change the way the legal profession behaves.

Acumen Business Law's Penina Shepherd beat off challengers from across the South of England to secure the Entrepreneur of the Year Award, impressing judges with her desire to break into a tough sector and improve the way it treats its clients.

Five years on from launching the venture and the Brighton firm now boasts a list of 650+ corporate clients, has offices in Hove and Burgess Hill and a team of 12 commercial law experts offering services in all aspects of employment, dispute, contract, media, intellectual property, property, trademark, business sale and insolvency law.

Under the guidance of the former commercial solicitor and barrister, Acumen has scrapped the hourly rate charging system replacing it with a fixed-free pricing model for all non-contentious matters.

It has also revolutionised the culture and ethos associated with the legal profession. All of the firm's staff are accessible, approachable and unpretentious, they don't use secretaries and have direct lines and mobiles.

The innovative approach is working with Acumen on target for £750,000 turnover and plans in place to expand nationally.

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.

Acumen Business Law, which is a member of Sussex Enterprise, is one of nine regional winners in the South of England, 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:

- Carswell Gould (Marketing Campaign of the Year)
- HCR Ltd (Sustainability Award)
- Jacksons Fencing (Business of the Year)
- Minimise Ltd (Most Promising New Business)
- MPR IT Solutions (Commitment to People Development)
- Nova IT Solutions (Excellence in Customer Service)
- Quorum Technologies (Achievement in International Business)
- Thomsons Online Benefits (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](http://www.chamberawards.co.uk)**

**ENDS**

**For further information, please contact Russ Cockburn on 07812 600271 or email [russ@dc-pr.co.uk](mailto:russ@dc-pr.co.uk)**

#### **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](http://www.britishchambers.org.uk)**