

MEDIA RELEASE

Electric Angel Design & Save9 Ltd.
Scarborough, North Yorkshire.

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BEGINS

Call from No.10 for Scarborough's Creative and Digital Businesses.

The founders of two of Scarborough's leading creative and digital businesses have been invited to represent the town at No.10 Downing Street on Monday 22nd June.

Steve Bromham of Save9 Ltd. and Adrian Riley of Electric Angel Design will talk with the Prime Minister Gordon Brown and Secretary of State for Business, Innovation and Skills, Lord Peter Mandelson at 'Building Britain's Future' hosted by the Prime Minister.

The invitation has been made to congratulate businesses on their achievements despite the current recession, with Scarborough particularly singled out for praise due to winning the European Enterprise 2009 Awards in May.

Both Steve and Adrian have long been involved in the town's Renaissance Partnership – the recipient of the Enterprise Award, Steve being actively involved in the Scarborough Business Association and Adrian as founder of the Creative Coast network for creative businesses and practitioners in the area. Both have also worked together as part of a team establishing the 'Digital Scarborough' events in the town and helped present Scarborough to the judging team for Scarborough's successful 'Enterprising Britain' entry in 2008.

Delighted to have received the invitation, Adrian, founder of Electric Angel Design said:

"I'm honoured to represent Scarborough, especially as we won the European Enterprise Award for Britain. That achievement is something the whole town can be very proud of. We've long been saying that people should keep an eye on the blossoming creative and digital economy in the town, well here's further proof that Scarborough is making a name for creativity and entrepreneurship. Last week a photographer called in to see us – he'd moved into the area as a result of us winning the award – word is getting around that this is good place to live and run a creative business"

The Downing Street event follows the launch of the government's Digital Britain report, particularly appropriate for Save9 who are the first business signed-up to deploy the latest digital fibre connectivity in the region as part of NYnet; the largest public sector broadband initiative in Europe.

Steve, MD of Save9 comments:

"Scarborough is leading the way with 21st century next generation broadband - we were the first location in North Yorkshire to go live with NYnet and have deployed

fibre internet in key business locations such as Woodend Creative Workspace, for international clients such as Pindar, and more recently Dale Power Solutions. We hope to get the message across at No.10 that Scarborough is a forward-thinking town committed to cutting edge connectivity and internet technology such as cloud computing and voice over IP.”

Save9 were one of the first businesses to take up residency in Woodend Creative Workspace after securing a major IT support and telephony contract with the Scarborough Borough Council and the centre is proving to be a beacon for other enterprises and creativity in the region. Adrian, with business partners Rebecca and James moved into their new premises on Museum Terrace overlooking Scarborough’s South Bay earlier this year and are currently working on a national recruitment campaign for The Boys Brigade. Both businesses have students from The University of Hull School of Arts & New Media on placements with them over summer and they work closely with the Yorkshire Coast College by delivering lectures and expert sessions to Digital Media students.

The No. 10 invitation, which initially came by phone was nearly rejected by both businesses thinking it was a sales call or in Adrian’s case, a prank by a friend: “I was told that someone was on the phone asking if I was intending joining Gordon Brown and Peter Mandelson for drinks on Monday. I asked if it was my friend, Gordon having a joke, but it turned out to be the real thing - a different Gordon.”

ENDS

Technical Glossary:

Fibre Internet: Fibre has long been viewed as the next step in broadband because it provides light-speed access speeds beyond what is available through slower cable or DSL connections. Speeds can range from 1 megabits per second up to 1000 Mbps. Unlike ADSL Broadband, a copper-wire based technology originally designed for web browsing and email, fibre offers optical telecommunications with much faster speeds and guaranteed performance for both uploads and downloads. Companies that need to be more competitive in the digital age need fibre communications because they can utilise a single fibre connection to handle simultaneous telephone calls to their customers and suppliers, provide reliable remote worker access to company systems whilst handling growing email and web browsing traffic – essential for a modern business.

Cloud Computing: an emerging technology that is changing the way we use computers forever. Online software applications and services, rather than locally installed PC or Mac software, opens up new possibilities for businesses to dramatically reduce software purchase and ongoing upgrade costs. This new ‘pay-as-you-go’ internet model is being embraced by companies worldwide so that they can offer their office workers full versions of their favourite business applications. Hundreds of applications are now available covering all the latest word processing, spreadsheets, presentation, graphics and accounts software packages. All a company needs is a fast broadband internet connection, some internet connected computers and a Cloud Computing provider such as Save9.

Voice over IP: VoIP (Voice over Internet Protocol) is the transmission of voice telephone traffic over IP-based networks, such as the Internet. VoIP is becoming

more popular largely because of the cost advantages over traditional telephone networks. Most companies can pay a flat monthly fee for telephone calls plus per-minute charges for long-distance calls. Because VoIP calls can be placed across the internet, and most internet connections are charged using a flat monthly fee, it can also cost a lot less than paying line rental charges from traditional telephone network providers. For international calling, the monetary savings to a business by switching to VoIP technology can be enormous.

Further information:

Electric Angel Design relocated to Scarborough from Bradford in 2003. Formed by husband and wife team Adrian and Rebecca Riley, local graduate James Rush recently also became a partner in the business and they regularly engage the services of local freelance illustrators, photographers and writers. They work for a range of local and national third sector organisations including The Church of England, Coast and Moors Voluntary Action, Create Arts & Cultural Development and on a number of festivals and cultural events including 'Coastival'. They redesigned the logo of 125 year old youth organisation The Boys' Brigade - now in use around the world - in 2005. www.electricangel.co.uk

Save9 Ltd. established in 2001, is a successful IT support, telecoms and systems consultancy based in Scarborough, North Yorkshire. The firm helps its UK customers to reduce capital and operating IT expenses, ensure business continuity, strengthen data security plus manage web and internet communications more effectively. Save9 achieves this by focusing on the deployment of converged internet and new media based services - helping businesses to exploit the benefits of emerging digital technologies. With such notable clients as Pindar plc, Dale Power Solutions (TT Electronics plc), British Antarctic Survey and Sonoco, it is expected that the quality and cost advantages of Save9 internet services will be a vital part of their growing success story throughout 2009 and beyond. For further information on Save9 visit their website at www.save9.com.

Scarborough Renaissance Partnership is a mechanism whereby community and private enterprise work with the local authority to deliver investment in the town. Scarborough is recognised as one of, if not the, leading exponent of this process and since its inception in 2002 has transformed Scarborough's fortunes. Projects have included the build of Woodend Creative Workspace, improvements to public realm on the seafront and the harbour, complete refurbishment of Rotunda - The William Smith Museum of Geology (recently longlisted for the ArtFund Prize), the formation of Creative Coast Network, build of a new business park and the UK's first free wifi seafront and harbour. In 2008 the partnership won the Enterprising Britain Award and in 2009 the Grand Jury Prize at the European Enterprise Awards. www.scarboroughsfuture.org.uk

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