



Young entrepreneur's top title

Dayle Bayliss of Dayle Bayliss Construction Consultant was named Young Business Person of the Year, sponsored by Suffolk New College, at the Anghian Business Awards 2012, sponsored by Suffolk Chamber of Commerce and EDF. Our Q&A is with managing director Dayle Bayliss

Q. Many congratulations. You must be thrilled at winning this award – what does this recognition mean to you and your company?

A. We were very excited just to have been shortlisted, we weren't expecting to win. It was the first award we had entered as a new start up company so to see recognition for the hard work we had put in gave a real boost to the company and some of the things we stand for.

Q. When did you set up the company? What was the original concept and how has your business evolved?

A. We started in October 2011 following my redundancy from a construction firm. The prospect of finding a job didn't look great and this was the push I needed to use all of my years of industry experience to go it alone. A diverse background within the construction sector, having worked in Local Authority, Private Sector Consultancy, for Private Clients and for a Contractor, meant that my knowledge of the construction sector is rounded and balanced. In setting up the practice we were able to embed some of the key principles of the business into what we do, the idea being greater awareness of the opportunities in construction and the professional sector of the industry whilst promoting youth opportunities. This idea forms part of many principle decisions, such as the website where we worked with Andy Proctor at Young Voice to not only develop the website but to give a free website and training to a young person to start up their business, in our case Paige Clifford who has started The House of Elves, www.thehouseofelves.co.uk. However, whilst doing this we have had to tackle a difficult market to find business and grow the company. Our approach to really listening to our clients needs has seen us secure some really exciting projects. One of these projects is a wine tasting and restaurant in Coggeshall, Essex. What makes this project unique is it is the first of its kind dedicated to English wine in an English Vineyard. We are the lead designers and project managers, seeing coordination with Bury St Edmunds Contractors Seamans Building and German manufactures Hanse Haus. West Street Vineyard is a three storey visitors centre that includes a basement, restaurant, wine tasting and conference facilities. To be involved in this nationally recognised project is testament to our communication and listening skills and will hopefully lead to many other projects.

Q. Could you explain the geographical area you cover and where your offices are? Also, please give us some idea of who your customers are and what type of businesses you work with.

A. We are based on the outskirts of Ipswich, but the nature of the business means that we travel to our clients and their projects, this means we don't limit where in the country we work. Our projects range in size and value, from small residential extension, new housing developments to large commercial ventures. This makes our client base varied and with wide ranging contract values, but each project is given the same level of attention.

Q. The judges were looking for someone who had shown 'exceptional vision and leadership'. Can you suggest some examples of your work that caught their eye?

A. The real benefits of having my own company was the flexibility to focus on what is important to me, I feel lucky to work in an industry that is so diverse and challenging with no two days the same and I want as many people to know about this. I am currently mentoring at Copleston High School as part of the Suffolk Education Business Partnership (EBP) programme. Through the EBP I am also STEM Ambassador, Science Technology Engineering and Maths, and work with schools to promote the opportunities in this sector.

As well as working with schools I also chair a regional group of Surveyors as part of the RICS matrices group, this supports students, trainees and Chartered Surveyors in the early years of their careers. I have also just joined the UK RICS matrices Board where we look at strategies to promote surveying as a career. Through this I am working as part of a focus group for a national schools competition.

I think it is this commitment to supporting others and working within the community that caught the judges eye.

Q. Can you give us some examples of innovative new products or business processes that have had a positive impact on your business?

A. I am a strong believer in making what we do as easy and as flexible as possible. We use cloud technology to allow the team to work remotely and to also access information no matter where they are working or what site



IMPRESSED: Dr Dave Muller of sponsor Suffolk New College with Dayle Bayliss, Young Business Person of the Year 2012

Photo: JOSHUA PATTINSON

they are visiting. This enables the team to be more productive, they are focused on delivering high levels of customer satisfaction and this approach allows this.

Q. How many people do you employ and how do you motivate your staff?

A. We are a small team who utilise a pool of external specialists in a variety of areas, to ensure that each project is assigned the resources necessary for the bespoke service of that individual scheme. To date no project has involved a team no greater of eight people.

By listening to individual needs and reacting to this, the remote working is one of these needs, motivates the team to work towards the same goals and objectives.

Q. How important is the internet and social media to your business?

A. It is extremely important to us as a company, but the way that we approach this must fit in with our approach to business, this was why we worked with YoungVoice to

develop the website. My technical background means I always want to understand how things work, through training with YoungVoice and MENTA, I understand the importance of utilising the internet and social media to promote the business. This means that we have full control of the website content as well as developing a social media strategy for the company.

Q. Are there any exciting new developments in the pipeline you can tell us about?

A. The team have a real interest in Heritage Schemes and Listed Buildings, we are currently looking at a farm diversification project in Essex and how to regenerate redundant Listed farm buildings. It is a great opportunity to look at a whole area and community impact and incorporating this into a regeneration scheme.

We have also been shortlisted for a Local Business Accelerators award, with three others from Suffolk, we have our fingers crossed that we make it through to the National shortlist and the

opportunity of a years mentoring with Dragons Den Deborah Meaden.

Q. Where would you like the business to be in five years time?

A. Definitely with the same focus and drive as we have now but with a larger team and more projects on the go. The challenge is to build a team with this same focus and levels of customer satisfaction, but we hope to address this by supporting trainees as they come through the team.

Q. Finally, how did the process of entering the awards help you take stock of your business and would you recommend others to enter next year?

A. It was an opportunity to focus on what we have achieved in a relatively short space of time and why we have been successful. When I started up many people thought I was mad going it alone in a sector that was struggling, the awards have given us recognition and credibility to the work we do and has been a really positive experience.

What the judges said...

A word from our main sponsors

Suffolk Chamber of Commerce and EDF Energy are main sponsors of the 2012 Anglian Business Awards. John Dugmore, chief executive of Suffolk Chamber said: "Celebrating business success is an important part of what we should do in Suffolk. "That celebration is not just about the here and the now but also about the tomorrow and recognising who are the people and who are the firms that will take our economy into the future. That is why we are delighted that Dayle has won the Young Business Person of the Year. The hard work, talent and commitment shown is something all of us can aspire too."

Suffolk Chamber of Commerce is the largest independent private sector group in the county, with its staff working to support the needs of the business community and in particular the chamber's full and affiliated members.

EDF Energy is one of the UK's largest energy companies and the largest producer of low-carbon electricity from its eight nuclear power stations, as well as wind farms, coal and gas power stations and combined heat power plants.



PRESENTATION: Dr Dave Muller of Suffolk New College with Dayle Bayliss and Karen Pickering at 2012 Anglian Business Awards ceremony

Photo: PAGEPIX



Young Business Person, sponsored by Suffolk New College

This award was open to an individual aged under 35 who has demonstrated exceptional vision and leadership, in running their own business or in a managerial role within a larger company. Judges looked for business flair and evidence of success.

The judges chose Dayle because not only is she a very successful business woman, but also takes time out to support the community and education by giving back her knowledge and experience.

Suffolk New College is committed to providing all students with an outstanding educational experience. Its aim is to ensure that students receive high quality learning and teaching in order that they succeed on their chosen course.

Sponsors back on board for 2013

EDF Energy and Suffolk Chamber of Commerce have again teamed up as joint sponsors for the East Anglian Daily Times Business Awards for 2013

The two organisations have been working together for nearly two years to get businesses in the region ready to take advantage of the opportunities represented by EDF's plans for a new generation nuclear power station on the Suffolk coast at Sizewell, alongside its Sizewell B plant.

Both are long-standing supporters of the EADT's annual business awards, and joined forces for the first time as main sponsors of the 2012 awards which took place in July.

John Dugmore, chief executive of Suffolk Chamber of Commerce, said: "During this challenging economic time, firms across the east are working harder than ever and finding new markets to enter into.

"That is why recognising and celebrating the success, enterprise and excellence from across the region is more important than ever. For this reason, we are delighted to be partnering with EDF as the headline sponsor for the East Anglian Daily Times Business Awards 2013."

Tom McGarry, EDF Energy communications manager said: "EDF Energy is delighted to support the East Anglian Daily Times Business Awards alongside Suffolk Chamber of

Commerce for the second year running. This annual prestigious event recognises the talent and enterprise of our business community.

"Our Sizewell B power station is a major local employer in Suffolk. We are very active in the local supply chain and contribute £30million into the local economy every year."

He added: "We are currently consulting local people, councils, community groups and businesses on proposals for a new nuclear power station, Sizewell C.

"A new nuclear power station at Sizewell would bring a welcome boost to the local and regional economy and support employment, skills, economic and wider community benefits to Suffolk as a whole.

"This is a long-term project and the opportunities are likely to be equally long term for those companies who take advantage of them."

Full details of the 2013 East Anglian Daily Times Business Awards, including the line-up of categories and how to enter, will be published in the New Year. For sponsorship opportunities, email gary.attfield@archant.co.uk or alicia.garrad@archant.co.uk .



AWARDS LAUNCH: Tom McGarry of EDF, Duncan Brodie of the EADT and Amanda Ankin of Suffolk Chamber of Commerce

Photo: LUCY TAYLOR