

Design company launched during Thatcher's reign

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ON April 1, 1983, David 'Chalky' White and Adam Randall registered Chalk and Cheese Designs with Companies' House - little expecting that the company would achieve 30 years trading.

"It all started with a hand-painted sign for the Seckford Arms pub in Woodbridge", explains founder member David White. "This was followed by more sign writing for Notcutts and Letraset projection slides for BT."

Both David and Adam applied for a government grant - courtesy of then prime minister Margaret Thatcher, who died yesterday - called the Enterprise Allowance Scheme.

This provided the pair with £40 funding per week each for the first year, which enabled them to invest in modest premises and the specialist equipment required to become a working design and artwork studio.

Five years later the pair amicably parted and David formed Chalk and Cheese Advertising.

The company grew and prospered as a full service agency specialising in the garden and motor trades, and employing a full compliment of creative and account management specialists, some of whom eventually



ROLLERCOASTER: David White of Chalk and Cheese Limited

went on to run their own marketing companies in the region.

In 1998 David acquired Ruth Lowe Graphic Design and Chalk and Cheese Limited was formed.

The company's growth necessitated the purchase of larger premises at Friars Bridge Road close to Portman Road football ground, where the team of designers enjoyed notable success when they created the well-known 'Lock 'em Inn' crime prevention campaign which eventually became national.

"Running a design, marketing and publishing company with its characteristically fluid client base and full

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exposure to constantly changing economic conditions has been like riding a rollercoaster" said David.

"However, whilst riding the ups and downs the industry does have its compensations - for example, our recent new business drive has introduced a number of fresh accounts which are an absolute pleasure to work with."

Throughout the last 20 years, David has worked with his creative director Richard Donald who, he says, is without question one of the most experienced designers in the county.

Today, Chalk and Cheese is starting its fourth decade in the design, marketing and publishing trade from its central Ipswich office and studio base in Neale Street.

Despite having come through many changes the company's core values remain and Chalk and Cheese still prides itself on the high creative standards which have been the key to its success over the last 30 years.

DESIGNS: Some of the work the company has been involved with



Talkpoint

with **DAYLE BAYLISS**, Suffolk's Young Business Person of the Year



Brighter year ahead for construction



PROGRESS: The housebuilding industry could be boosted by the Budget

WHEN Chancellor George Osborne presented his budget to the House of Commons he intended it to promote growth and help rebalance the economy.

In this exclusive column, Suffolk's Young Business Person of the Year Dayle Bayliss explains what this means in real terms and how the construction industry will fare as a result.

Like many employers I hoped this year's Budget would be designed to boost business.

After last year's debacle, which included the "pasty tax" and several other measures that triggered horrible headlines, I wasn't sure the Chancellor would be brave enough to do anything too drastic.

So I was pleasantly surprised with the concept of the Help to Buy scheme. We will have to see how it works in practice but the idea to kickstart the housing market is a good one.

Having said this, I'm afraid this is the only element of the Budget that excites me.

The change to National Insurance and freeze on fuel duty were beneficial but the rest was fairly lacklustre for the construction industry, as I feared it might be.

The trouble is, although the Government seems to recognise that construction, house-building and infrastructure are key to economic growth, they need to actively deliver on their promises in these areas.

For example, the Chancellor listed two infrastructure projects - Hinkley Point and Battersea Power Station - which could receive investment through guarantee schemes and the much-trailed Pension Infrastructure Platform.

But neither of these will come to fruition until 2016 which does not help companies struggling right now.

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Also I believe the Government should spend more time and resources supporting business to gain access to these public sector projects as well as other smaller repair, maintenance and upgrade projects which can be picked up by medium and small construction businesses.

Rail maintenance and school refurbishment are two areas where a small amount of capital investment would quickly deliver great benefits.

Despite any budget disappointment however, a recent survey found 42% of surveyors in East Anglia expected workloads to increase in 2013, an upturn reflected in the turnover during the final three months of 2012.

In short the construction industry - particularly in the East of England - looks to have a bright year ahead.

Dayle Bayliss Design and Construction Consultants specialise in architectural design, building surveying and project management.

For more information on their services visit their website at: www.daylebayliss.co.uk or email info@daylebayliss.co.uk

