

“Just go for it – nobody will shoot you if you get it wrong. Be determined and honest and you’ll usually achieve what you want.”

Debbie Bradford, Goodwood Recycling



“I’m just starting my second year with my business – an offshoot of a tree surgery company run by my partner and myself. We have a lot of tree waste to dispose of and when the Department for Environment Food and Rural Affairs (DEFRA) established the Bio-energy infrastructure scheme, I was given a grant to subsidise the business for three years.”

Debbie attended the business advice sessions at Faringdon Enterprise Gateway and has recently become a tenant at the Gateway.

“Business Link Solutions and David North at the Faringdon Enterprise Gateway have been a great help all along the way. I have a wide support network, but I do face obstacles – the main one being NIMBYism (Not In My Back Yard) – everyone likes to think they are for environmental friendly practices, but they can change their views if it happens to be taking place near them! I’ve also realised that just because people may want to be environmentally friendly, this doesn’t necessarily mean they actually want to do anything about it. My biggest challenge has been trying to educate people that tree waste is not a bad thing – that it’s actually a fuel.

I’m very independent and organised – I have to be with three children; aged 14, 12 and 3. I have ambitions to find a larger site in the area to develop my business and to make more money. I’ve had to show resilience at many times, for example, recently when I lost a perfect site because of local planning stipulations. Running my own business has developed my confidence and shown I have the strength and resolve to overcome setbacks.”

For further information on setting up a business, contact Business Link on 0845 600 9006 / www.businesslink.gov.uk or find your local Enterprise Gateway at www.enterprisegatewaymagazine.co.uk



ELEMENTS OF BUSINESS SUCCESS:

VITALITY > feeling invigorated, discovering your role and purpose, bursting with enthusiasm

Debbie Bradford, Goodwood Recycling, Oxfordshire
www.goodwoodrecycling.co.uk

Goodwood Recycling Ltd is a new company providing a waste disposal service for organisations and domestic users who generate large amounts of green woody waste. It also supplies businesses and householders trying to be environmentally friendly with woodchips – a carbon neutral fuel.

VITALITY