

Business & finance



CLINIC: Sylvia Westrup at the February meeting in Pembury

Research clinic proves rewarding

MEMBERS of Women in Business West Kent were treated to a market research clinic led by Sylvia Westrup at its meeting in Pembury.

Committee member, Gaynor Edwards – who runs the Tunbridge Wells-based PR and marketing agency, Torpedo Juice, specialising in promoting ethical businesses and positive consumer choice – chaired the evening.

Women in Business was conceived as a national networking group for women running their own businesses.

Following several meetings of self-employed and business women in the West Kent area in 2002 and then with increasing interest in the Women in Business concept, it was decided to set up a more formal group, while maintaining the original intention of providing mutual support and friendship, within a relaxed and supportive atmosphere.

Today, the West Kent branch is chaired by Nikki Cole, who is a senior manager for global IT services business Computer Sciences Corporation.

Around 60 per cent of the West Kent group – which covers Tunbridge Wells, Tonbridge and Sevenoaks – are self-employed and across the group there are women working within a variety of sectors including finance, architecture, PR, and coaching.

The group meets once a month – at either Pembury Village Hall or The Royal Oak Hotel in Sevenoaks.

At the meeting, Gaynor Edwards welcomed attendees – some of which have been members for a while and others who were there for the first time.

Among the women attending were Svenda Scholey, a life coach; Alison Morton from PBSS Translations; Lisa Casson from Remedy Creative; Celia James, who runs Celia James Interior Design; and Gabrielle Izen, an illustrator and calligrapher.

Sitting in a circle, everyone was encouraged to spend a minute introducing themselves and their business.

Sylvia Westrup has spent 25 years in research and has been running her own business for the past 15 years, offering research consultancy, training and facilitation and project management.

For more information, visit www.wib-westkent.org.uk