

**PRESS RELEASE**

**CIRRUS SCOOPS THE EMPLOYER OF THE  
YEAR AWARD**

**National Business Awards sponsored by Orange 2009**

London, 10<sup>th</sup> November 2009: Over 1200 business leaders and guests including keynote speaker Alistair Darling, The Chancellor of the Exchequer, attended the Orange-sponsored National Business Awards, to celebrate the success of the UK's most innovative, ethical and resilient businesses in 2009.

*"I am so pleased to be invited to this year's National Business Awards. It is the pinnacle of business awards ceremonies and this is where Britain's best, from across the public and private sectors, get the recognition and reward they deserve",* said Alistair Darling, Chancellor of the Exchequer, speaking at The Awards tonight.

17 organisations and individuals were rewarded for their contributions to business success in Britain including New Milton's Cirrus Communication Systems – who won the prestigious Employer of the Year category. Cirrus, provides communication, safety, fire alarm and security systems to local authorities, housing associations, care providers and associated markets. Over the last three years, dynamic HR initiatives have seen staff churn drop dramatically from 48 percent to 8 percent contributing to revenue growth of more than 26 percent.

*"It was a close race between the top four companies, however it was clear to the judges why Cirrus Communication Systems should win The Employer of the Year Award,"* said Philip Forrest, Chairman of Judges, The National Business Awards. *"Cirrus Communication Systems stood out amongst other organizations in a very strong field, as an excellent example of what a successful business turnaround should look like. This was achieved primarily through commitment and investment in people, which generated outstanding business results,"* Forrest added.

"It is critical in today's market to focus on customer service. We believe the best way to do that is by investing in our staff," comments Andy Davey, head of Cirrus.

"Given that we are currently in the longest economic downturn experienced since 1945, we were delighted to be nominated for these awards and being selected as the

winner really is the icing on the cake. This recognition is a great accolade for all the hard work our employees have put into the business.”

Cirrus – was up against tough competition from fellow nominees that included:

- Alsbridge, London
- Amey, Oxford
- Bright Grey, Edinburgh
- buyingTeam, London
- Corps Security, London
- HostelBookers, London
- Luminus Group, Huntingdon
- Moorhouse Consulting, London
- Novacraft, Northampton

Commenting on the calibre and strength of the public and private sector organisations taking part in The National Business Awards this year, Martin Stiven, Vice President of Business at Orange UK, said:

*“The tenacity, resilience, and pure determination of these organisations is something quite special. This is Orange’s eighth year of sponsorship of these awards and every year the bar gets higher, and every year the winners make the grade. At Orange we know the value of external recognition and all of the winners deserve to take the credit. They have opened their doors to scrutiny, been quizzed by the judges and have now been crowned the winners. We wish them all ongoing success and will watch with enthusiasm to see how they continue to develop going forward”,* said, Martin Stiven, Vice President of Business at Orange UK.

For the past 8 years, The National Business Awards has uncovered hundreds of examples of business leaders and entrepreneurs who have taken a unique approach to overcome major challenges and achieve success, all while maintaining the respect of their peers, co-workers and employees.

The National Business Awards took place at The Grosvenor House Hotel, Park Lane. Hosted by Kirsty Wark, respected journalist and TV presenter, the awards were also attended by Alistair Darling.

Visit [www.nationalbusinessawards.co.uk](http://www.nationalbusinessawards.co.uk) for the full list of finalists and winners.

Open to organisations of all sizes from all sectors across the UK, The National Business Awards, sponsored Orange, is the UK’s most prestigious independent business recognition platform with its particular emphasis on success, innovation and

ethical business. The National Business Awards connects the nations' professionals through its annual awards ceremonies and round-table events and is United Business Media's leading awards programme.

- Ends -

## **WINNERS THE NATIONAL BUSINESS AWARDS SPONSORED BY ORANGE**

- The Orange Leader of the Year Award  
Winner: Peter Marks, CEO, Co-Operative Group, Manchester, M60 4ES
- The 3i Private Business of the Year Award  
Winner: TJ Morris – Home Bargains, Liverpool, L11 0JA
- The Coutts & Co Large-Cap Business of the Year Award  
Winner: Inmarsat, London, EC1Y 1AX
- The Daily Telegraph Award for Decade of Excellence in Business  
Winner: Sir Philip Hampton, Chairman, The Royal Bank of Scotland
- The Grant Thornton Mid-Cap Business of the Year Award  
Winner: ASOS, London, NW1 7FB
- The Orange Best Use of Technology in Business Award  
Winner: Forensic Pathways and Cambridge Constabulary, Tamworth, B77 5ES
- The Better Regulation Award  
Winner: The Environment Agency, Bristol, BS10 6BF
- The Health, Work and Well-being Award  
Winner: Artizian, Wargrave, Berkshire, RG10 8PZ
- The Health, Work and Well-being for Small Business Award  
Winner: The Crown Spa Hotel, Scarborough, YO11 2AG
- The ICAEW Corporate Responsibility Award  
Winner: Framptons, Shepton Mallet, BA4 4BW
- The Santander Small to Medium Sized Business of the Year Award  
Winner: Go Ape!, Bury St Edmunds, IP29 5HH
- The businesslink.gov.uk Growth Strategy of the Year Award  
Winner: dotDigital, Croydon, CR0 0XT
- The IMechE Business Innovation of the Year Award  
Winner: Addison Lee, London, NW1 3ER
- The Customer Focus Award  
Winner: DPD, Smethwick, B66 1BY
- The Entrepreneur of the Year Award  
Winner: Sara Murray – buddi, London, SW3 2ND
- The Marketing Strategy of the Year Award  
Winner: HMRC, London, SW1A 2HQ
- The Employer of the Year Award  
Winner: Cirrus Communication Systems, New Milton, BH25 5NN

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The National Business Awards

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