

Business

This is the official business page of The Beeston Express, where we feature local businesses, large and small, with news to share. Our aim is to keep Beeston Express readers living in the wider community up-to-date with what's going on in the business world, either as items of general interest or if it may directly affect them (such as changes to tax laws, for instance). However, we request that, if we are running advertising editorial, advertising in The Beeston Express supports it.

ADVERTISING FEATURE

40 jobs to be created by new home care business

WITH care of the elderly rising to the top of the political agenda, a business specialising in caring for the elderly in their own homes has opened in Beeston. Home Instead Senior Care is looking to create 40 jobs in the coming year.

Primo Sule has just opened the Beeston office of this national award-winning home care company. The office will cover an area stretching across to Lambley and West Bridgford, and also cover Nottingham.

Primo had lived and worked in Nottingham for more than 20 years before taking this change of career direction. He had spent many years working at a senior level within PricewaterhouseCoopers and Boots before he found he was experiencing difficulties in accessing good quality care for his wife's elderly mother, and decided that a change of career would allow him to

do some work which would benefit the local community.

Primo said: "We discovered that it was impossible to find the right type of care that my wife's mother needed. For instance, she might have wanted to be taken shopping, but we couldn't find anywhere who could supply good quality staff who would bond with my mother-in-law and see to her personal requirements, and so make that visit to the shops a pleasurable experience.

"Home Instead started in the United States 20 years ago, where the expectations of care at home are not based on the same criteria as here in the UK, i.e. that of having someone from social services pop in for a few minutes.

"The way in which Home Instead operates is unique. It matches one of our Caregivers with the client – we look for areas of common interest or life experience so

that there is an immediate connection and a point of common interest.

"Care visits are for a minimum duration of one hour. This ensures that our clients receive the best quality of care at the same time as providing our Caregivers with high levels of job satisfaction."

Primo is keen to talk to local people with compassionate and caring natures who are interested in working with the elderly. Candidates do not need experience in the care sector, as they will receive training.

Home Instead is rapidly building a reputation as one of the UK's leading care companies. Their service is tailored to the needs of individual clients and can range from companionship, meal preparation, light housekeeping, post-discharge and personal care, medication reminders, shopping and

errands. The service is available 24 hours a day, seven days a week.

Primo said: "I was looking for something other than the corporate world. I'd become detached from reality, and wanted to find a way of dealing with people as people, not as 'widgets' in a corporate environment. Now, when I speak to our potential recruits, I want to begin by feeling comfortable with them.

"Home Instead looks directly at what our client needs for them to lead an independent life and remain at home, and then answers that need.

ADVERTISING FEATURE

Onyx Goldsmiths

ZOE and Erica from Onyx Goldsmiths would like to thank the ladies of the Attenborough and Chilwell Women's Club for such a welcome at their recent meeting. Erica Day said: "The group found our talk very informative and were amazed by the amount of cash they received for their old broken and unwanted jewellery. They had expected a few pounds for their gold, not a few hundred pounds!"

Onyx continues to pay top rates for gold at their main branch at 99 High Road, Beeston and at their speciality Gold Buying Centre at 280 Queens Road, Beeston.

Onyx has been established for 24 years and knows that selling your gold can be a daunting prospect, but they understand their customers' requirements and have made their additional gold buying location very inviting. The centre has been designed to take one customer at a time – you don't stand in a queue and listen to everyone else's details. Customers comment on how safe and secure they feel whilst having their jewellery valued. Onyx uses the gold it buys in, items being either recycled or resold – not everyone wants cash. Onyx will remodel old jewellery into contemporary styles, enabling customers to

keep inherited jewels in the family and wear them. For example, a lady recently had the diamonds from an old yellow gold eternity ring, left to her by her grandmother, set into a modern platinum style. Erica said: "The ring was amazing – the stones looked sensational in the platinum."

Product of the Week...

...is the range of **Infomedic** medical jewellery. If you have a medical condition, deficiency or allergy, having your medical details immediately to hand could be vital in an emergency.

Medical details are stored on waterproof paper inside the Infomedic pendant, which has the internationally

recognised medical symbol, the caduceus, engraved on the front. Wherever you are in the world, medics will notice your pendant and act accordingly, should an emergency arise.

These pendants are functional, affordable and beautiful, combining the importance of medical alert information with the elegance of the finest jewellery. Being able to update or even replace the waterproof paper containing the information makes the **Infomedic** jewellery so much more adaptable than other pendants. They are available in stainless steel, rhodium-plated silver, 9 & 18ct white or yellow gold.

Secondary school celebrates its centenary

IMAGES of lessons in a secondary school over 100 years will be brought to life when its successor celebrates its centenary next month.

Generations of ex-pupils and staff are being invited to join in celebrations to be held in open days at The Long Eaton School in Thoresby Road on July 16 and 17.

There will be free sessions on the morning and afternoon of each day with an old-style school dinner in between.

Visitors will be able to have a tour of the current school, a specialist science and applied learning college with international and ECO school status which helps raise pupils' awareness of sustainable development through study and community action.

As well as seeing what life is like at a school twice judged by Ofsted as outstanding, attractions will include a photo exhibition stretching over the years and a presentation of the differences in lessons from those of yesteryear to those now. Some of today's pupils will model uniforms over the ages.

It was on October 29, 1910, that the Long Eaton Higher Elementary School and Pupil Teachers' Centre opened with 92 pupils in a new building on Tamworth Road at a cost of £14,900.

In 1913 it became Long Eaton County Secondary School. Three years later, during the First World War, it introduced school dinners at a cost of four pence (1.5p), with vegetables grown on site.

In 1945 it became Long Eaton Grammar School – LEGS to thousands of pupils – and after further re-organisation, merged in 1972 with Roper School.

Four years ago the listed

building on Tamworth Road was closed and a £16.5m school, built under the Private Finance Initiative and home to 1,300 pupils, was opened next to the old Roper site by the then Chancellor Gordon Brown.

Roger Graham, who was head boy when the school marked its golden jubilee in 1960, will return to open the celebrations and another link with the past will be the hoisting of a St George's flag as at the original opening.

Roger (68), of Breaston, said: "Having been head boy during the golden jubilee, it's a double delight to be involved in the centenary celebrations."

Head teacher Neil Calvert said: "Despite its many changes of name and status over the past century, a constant throughout has been the school's desire to provide the best possible education for young people and to equip them effectively for the future.

"As we continue to find ways to innovate and improve, links with the school's history become increasingly important. The centenary is a wonderful opportunity to celebrate both the past and present successes of the school and to look forward to the future."

A shuttle service will run to the old building, which is being refurbished as a centre for small businesses. An event is also being planned there for October.

Anybody who would like to attend the open days and has not been contacted should get in touch with the school on (0115) 973 2438 as soon as possible, or download an application form from www.legsreunited.org.uk

For more information, call Barbara James at The Long Eaton School on tel: (0115) 973 2438.