

# Park Life



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## British Lifestyle Brand Ellie Ellie wins Online Business Award at Sussex Women of the Year Awards

Ellie Ellie, a British lifestyle brand set up by Kingston School of Fashion graduate Danielle Plowman won the Online Business Award at the Sussex Women of the Year Awards on Friday the 18th of July. Attending the awards ceremony at Fontwell Racecourse on Friday with other Sussex business women, Danielle accepted the award which recognises an exceptional business that operates solely online. The Sussex Women of the year Awards are a celebration of women and their achievements in Sussex, applauding women

working in the community, in business and other sectors.

Ellie Ellie's online presence has gone from strength to strength since the launch of the brand's new website in October 2013. The judges were impressed by the brand's 138% turnover growth from April 2013 - 2014, with August 2013 showing an incredible 216% rise. Unit sales exceeded targets by more than doubling from 2013-2014, with higher conversion rates and increased site visits.

Speaking on the night after accepting her award, Danielle Plowman said, 'I am so overwhelmed with excitement at winning this award, the support we have received for Ellie Ellie is absolutely amazing. It's such a great event to showcase the best women in Sussex and I'm honoured to be involved in the awards this year'.

For more information about Ellie Ellie, and to see the award winning website, please visit [www.ellieellie.co.uk](http://www.ellieellie.co.uk)



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# Will you fall foul of a dilapidations claim?

It is often the case that tenants will be subject to a dilapidations claim when vacating their business premises.

A claim for dilapidations will arise from the Tenant's repair covenant detailed in the lease. Most repair covenants in modern commercial leases are fully repairing and insuring covenants. Such a covenant places an obligation on the tenant to *"repair and keep in good repair and condition the property and all fixtures and fittings"*.

This means that the tenant will need to hand the property back to the Landlord in a good state of repair and condition and also to remove any tenant alterations and to replace all Landlord's fixtures and fittings that are beyond repair, for example the electrical installations bath room furniture etc.

This can be an unexpected cost and an onerous obligation for a tenant vacating a commercial property. It can also be a costly expense for a Landlord to pursue without any guarantee that the tenant will have sufficient funds to discharge any claim for dilapidations. Depending on the nature of the property a claim for dilapidations can run into tens of thousands of pounds. It is imperative for both Landlords and Tenants that all parties are clear as to their obligations under the terms of the Lease from the outset



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to avoid a costly and time consuming claim for dilapidations.

The key to avoiding such a situation is to ensure that the extent of the repair covenant is agreed prior to the Lease being signed. Whilst there maybe additional expenditure at the outset which both parties will keen to avoid in the short term, significant savings could be made in the long term.

The easiest way to protect a Tenant would be to document the condition of the property in a photographic schedule of condition which clearly sets out the condition of the property at the start of the lease or, alternatively, to agree a schedule of tenants works.

The Code for Leasing Business Premises in England and Wales was introduced as a result of a consultation between Landlord and Tenant representative bodies and the UK Government to create a guide which clearly sets out best practice when negotiating the terms of a new lease. I would emphasise that the code is only

"best practice" and is not legally binding. In essence the Code suggests that the tenant's obligations should be proportionate to the length of the term of the lease and the nature of the Tenant's occupation.

Some Landlords will argue that the Lease Code waters down the protection afforded to them by a typical commercial Lease. But it should be pointed out that the legislation governing such matters prior to the introduction of the Code is of a considerable age. Business in the twenty first century operates in a completely different manner to when the legislation was created and as such both Landlords and Tenants should, at the negotiation stage, adopt the Code to ensure that both parties are aware of their obligations set out in the Lease and that these are used to create a lease which is proportionate and fair to the both Landlords and Tenants.

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## Adult gymnastics at Wickers

Wickers Gymnastics Club has been through many exciting changes recently. The Club is offering adult gymnastic session for all abilities on Thursday and Sunday mornings. The sessions are 90 minutes in length, only £8 and are a great fun way to get fit! These sessions involve a general warm-up with lots of cardio work, learning and developing skills on all the gymnastics apparatus and then a gym-fit exercise circuit session. So come along and give it a go – you will be surprised at what you can achieve!

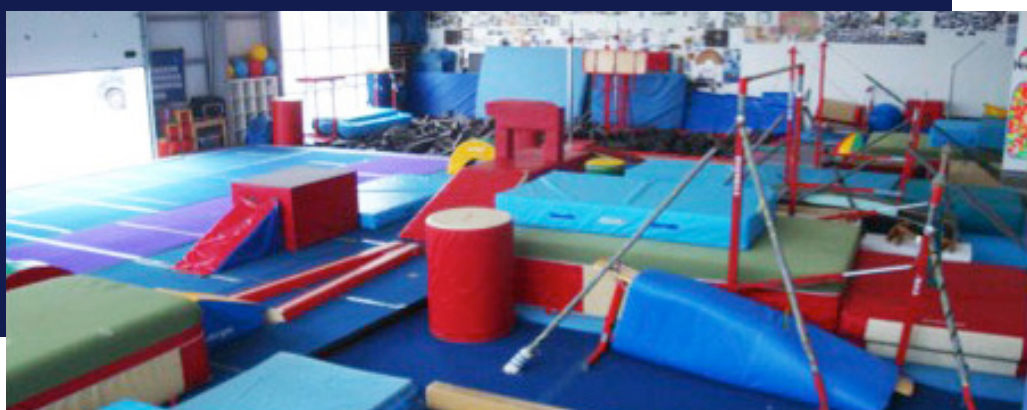
Wickers has also had a boost of £48k from Sport England and installed a foam-filled pitted landing area. This is an asset for the

club and assists with the safe development of gymnastics skills. The foam pit is also great fun for all ages.

If you would like to book for an adult gymnastics session or have any questions please contact Jessica via email on [jlouise331@gmail.com](mailto:jlouise331@gmail.com). If you

require any information on other classes such as stand-alone, preschool, junior sessions or parties please contact Katy on 01273465554 or [khodgson@talk21.com](mailto:khodgson@talk21.com).

You can also find us at Unit 10, Chartwell Business Centre, 42 Chartwell Road, Lancing, BN12 4ET.





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tailor made insurance, no matter how complex or specialist it is.

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\* *Subject to certain trade and claims history*



## SRWA real life challenge

This month Parafix has been working with the Sir Robert Woodard Academy to help their year 12 students experience real life business challenges.

A group of five students were tasked with identifying solutions for the high cost of disposing waste and avoiding potentially usable waste going to landfill. They had just one week to identify solutions, conduct research and prepare a presentation of their work.

The students worked really hard on this difficult challenge and presented four solutions to resolve the waste issues in the short and long term. Their recommendations included working with similar companies and suppliers to create a long term waste solution, as well as giving suitable waste to education institutions for use in their art departments.

Managing Director Michael Punter commented "The students impressed us in that they clearly understood the challenge;

they listened, they researched it within the limited time and experience they had, they presented well as a team and made some interesting recommendations that we will pursue. They are a credit to SRWA, well done."

The school commented "Throughout the real-life enterprise challenge week the students got the opportunity to develop their team-

working, problem-solving and presentation skills; they gained invaluable experience and blossomed in confidence. They really did themselves proud and we can already see that it has begun to help equip them with the grit and resilience needed to be attractive candidates to universities/employers. Huge thanks to all the businesses who supported the young people".

