

## Growing electronics firm relocates

**P**artner Electronics, a design consultancy that works with manufacturers of technology products and consumer electronic equipment to support their design and development efforts, has moved to a larger business premises in Silverstone.

Partner Electronics has operated from the Silverstone Innovation Centre since it was founded in 2007. The move to New Rookery Farm, close to Silverstone village, will almost double the working space of the existing facility and features a separate office, testing laboratory and assembly areas, as well as a conference room for client meetings.

Richard Rydon, co-founder and technical director at Partner Electronics, said: "The Silverstone Innovation Centre has supported us well during our inception and initial growth phase. The serviced office concept allowed

us to concentrate on establishing our business and running projects for clients. It has also been helpful to be in the presence of other small to medium sized businesses in this prestigious location. However, we now require additional space to ensure that we continue to deliver excellent customer service as we grow."

**'We are continually looking for ways to improve the products and service that we offer to our clients'**

"These are exciting times for our company," added Steven Borley, co-owner of Partner Electronics. "We are continually looking for ways to improve the products and service that we offer to our clients without losing touch with the collaborative spirit that makes Partner Electronics a great place to work."



The Partner Electronics team outside New Rookery Farm

## MEMBER PROFILE: ANITA BROOK



**Name:**  
Anita Brook

**Company:**  
Accounts Assist (UK)

**Job title:**  
Managing director

### What is your background and experience?

I am a fully qualified, ACCA certified chartered accountant. I left school at age 15 with no qualifications and decided to return to education after years in poorly paid, unfulfilling roles. After graduating with a 2.1 in Applied Accountancy, I worked as an accountant in the city for 10 years. In August 2008, I set up Accounts Assist.

### What does your company do?

Accountancy services for SMEs, sole traders, contractors, freelancers and consultants. We also franchise our methodology.

### How did it all start?

I was disillusioned by the long hours and cut throat culture and saw an opportunity to do things differently and achieve a better work/life balance in the process.

### What's your greatest achievement so far?

From a business point of view it was turning a profit in the first year of Accounts Assist. Personally, it was having my little girl Ella.

**What is the biggest risk you've ever taken – and did it work out?**  
Leaving a highly paid job in the city to go self-employed, and yes, it worked out.

### What keeps you awake at night?

I worry about bringing in new business to the practice and keeping my staff employed.

### If you could turn the clock back, what would you do differently?

I would have started the company earlier.

### What advice would you give to someone starting out?

Follow your instincts. When people say "it can't be done", don't believe them.

### Which business person or company do you most admire, and why?

I admire Lord Alan Sugar for his no-nonsense approach.

### What made you join Northamptonshire Chamber and how are you making use of your membership?

I wanted to raise awareness of our brand and utilise the networking opportunities. In future I want to make more use of Chamber advice services and facilities.



## Casino gambles on 24-hour opening

Aspers, an entertainment-based casino in Northampton, has opened its doors to the public on a 24 hour basis.

Since opening in June 2008, the venue has had daily opening hours of 12 noon until 6am bringing forward opening to 10am last year. Now, after a successful festive period and start to 2010, the casino will be offering round the clock entertainment between 10am on Fridays and 6am the following Wednesday.

"Since we opened in Northampton we have had a great response from the public and implementing 24 hour opening at weekends is testament to that," said Nigel Hartland, general manager at Aspers Northampton.

"We always look to offer our customers the best and we have taken on board their feedback, which indicated this move would be a welcome step."

Aspers, located on Commercial Street, offers gaming, live music, a bar and Clary's restaurant.

