

26th November 2009

Surrey's Lisa Irlam wins National Enterprising Women Award

The winners of Enterprising Women's prestigious annual Awards were announced on 24th November at a gala lunch in Cambridge.

Ten business women were honoured at the Awards ceremony, held to recognise and celebrate exceptional entrepreneurial achievements by women from across the UK.

Surrey based Lisa Irlam, of Swimovate was voted winner of the 2009 Innovator/SET (Science, Engineering & Technology) category award by a team of experienced judges, with over 100 years combined involvement in supporting small business. Swimovate is a company that develops groundbreaking electronic sports training products, and Lisa was delighted by the panel's recognition, saying:

"It's a fantastic surprise, I really wasn't expecting it! It's great after putting so much work in for a product to do so well and get recognition. We have some unique technology and we're going to sing about it now."

Bev Hurley, founder of Enterprising Women and Chair of the judging panel, said "Lisa's ability to create a commercially viable product using innovative technology is a great example to other women innovators. We had no hesitation in selecting her as a truly worthy winner of the Innovator/SET Award."

This highlight event in the Enterprising Women calendar was sponsored by Business Link, TCHC, East of England International, Social Enterprise East of England and YTKO, and attended by members from all corners of the UK. It featured an inspirational talk about her own enterprise journey by Emma Harrison – celebrated founder of A4e, and star of Channel 4's Secret Millionaire, Benefit Busters, and Make me a Millionaire.

The premier accolade, Enterprising Woman of the Year 2009, was won by Sarah Fuller, of Full Support Healthcare LTD. Last years winner of this coveted award, Sally Aspinall, talked about the substantial positive impact that the Enterprising Women awards have made to her business during the last 12 months. Benefits included much publicity and many speaking opportunities, including a presentation to a European best practice conference in Stockholm - all of which helped her increase her annual gross margin by 85%!

ENDS

Notes to Editors

- To download a photograph of Lisa or other pictures of the Awards and event, please go to www.enterprising-women.org/mediaroom
- Enterprising Women (EW) was founded in 2006 in response to a recognised need to unlock and stimulate the economic potential of women's entrepreneurship, increasing the number and success of women-owned business. Funded by the East of England Development Agency and membership fees, it has over seven thousand women members.
- The EW community is a dynamic community providing women entrepreneurs with comprehensive business support and specialist information to assist any woman on her enterprise journey. It is the only national

organisation to focus solely on women entrepreneurs from all backgrounds, sectors, locations and ethnicities, from pre-start through to high-growth.

- For more information, and case studies, visit www.enterprising-women.org
- Please contact [Caroline Davidson](#) for further information about the event or Enterprising Women, logos, and interview opportunities with past winners, members and EW founder Bev Hurley.

2009 Award Categories and Winners

- **2009 Enterprising Woman of the Year Award – Overall winner** - Sarah Fuller, Full Support Healthcare LTD, Northants
- **2009 Enterprising Woman of the Year Award – runner up** – Jo Behari, Home Jane LTD, London
- **Inspirational Business Mum Award** – Sally Hurst, The Old Bag Company, Devon
- **Best Boss Award** – Pam Calvert, Communications Management, Hertfordshire
- **Enterprise Challenge Award** (sponsored by TCHC) – Julie Jones, Changes Forever/MNC Developments, Hertfordshire
- **Social Enterprise Award** (sponsored by SEEE)– Gill Riley, Opportunities Without Limits, South Cambridgeshire
- **Innovator/SET Award** (sponsored by YTKO)– Lisa Irlam, Swimovate / Jeanette Forbes, PCL Group, Surrey
- **Customer Impact Award**– Jennifer Newton, Newton HR, Suffolk
- **High Flyer Award** (sponsored by EEI)– Sarah Fuller, Full Support Healthcare LTD, Northants
- **Green Award** – Julie Clarke, Femmecup, London
- **Young Entrepreneur Award** – Jo Behari, Home Jane LTD, London