

Working Day

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06:00

Depending on the season I wake up and stoke the log-burners in my home, a 70ft narrowboat moored on the banks of the River Cam, before heading to the river for another morning coaching at Clare College boat club.

06:30

Brief chat with today's crew (Clare women's second boat) and training starts in earnest for the students at Clare, accompanied by me on a bicycle on the bank, I suffer just as much as the students in the poor weather, however we both share the amazing sights of the river and Facebook pages are littered with photos of crews rowing in rich red sunrises and through magical misty waters.

09:00

Boats packed away, it's time for breakfast and to plan my day. Today I'm off to the office at the Future Business Centre. My fledgling company AdventureBE has been accepted into the Social Incubator East program and they are helping me to create an organisation around my other passion, adventure. I sit at my desk next to my Guinness world record and a large mug of coffee – today I'm planning my own personal adventure though, another large river row. My mentor Justin Miles (justforthechallenge.com) has given me loads of valuable advice on how to link my own fun to a more practical outcome, education, as I'm trying to gain links to schools and youth groups.

11:00

Lunch meeting with Olley Talibudeen who is working with me on an event called the Viking Run. Today's debate is marketing and flyers and probably more importantly how to attract people crazy enough to do events like these. Layout style and content

Anton Wright, the head boatman of Clare College, is a Guinness world record holder for his Row the Amazon feat. As well as his university duties he is developing a range of educational, corporate and social responsibility courses for the wider community



agreed on and a cunning plan that uses our unique points, my Amazon row and Olley's amazing skating ability to create awareness in specific groups, we go our separate ways.

12:30

Back to the boathouse. For the next few hours I need to maintain the fleet of boats that Clare College owns. The biggest problem with having high participation rates within the college (Clare has been in the top three for a long time now, and often sit at the top) is that there tends to be a lot more damage and

maintenance to complete on the boats. Today I'm rebuilding the bow of a novice boat that was shortened by a few inches due to a mixture of over-enthusiastic rowing and a new coxswain. Damage like this is inevitable and it's difficult not to get annoyed about it; however, I've been very diplomatic to an obviously nervous fresher and assured her that I won't kill her on this occasion. I'm very lucky to work with a college and trustees that appreciate that rowing should be an enrichment activity for the students at Clare College: we encourage academic success

and rowing enjoyment rather than trying to force results on the river. However, this does have a positive affect in our performance, with many students embracing the rowing environment, and we see lots of success as a college, even taking the Mays headship in 2012.

16:30

Break time, I sneak home to grab some food and check the boat is warm enough, I even steal 40 winks sat on my sofa with a view of the river and its many uses and users. I've even watched a stray cow or two swim past after falling in from

the banks of Midsummer Common.

18:00

Back to the boathouse for yet another training session; this time it's the men's first crew and they are taking advantage of the longer days to get out on the river again. It's harder work for me due to longer days in the summer months – in winter they have to restrict their training to the boathouse or college gym where they follow my training plan to keep fit. These land training sessions take the most commitment as they can't always see their improvement in speed, and the four walls of the boathouse can end up being a lonely training partner. However the history of the club adorns the walls around them, with presentation oars celebrating the success of crews from decades – even centuries – ago. Regular faces are also on display with a Blues oar proudly on display from Esther Momcilovic, a current student who seems to be either coaching or coxing crews most days along with Mike Hook, our other recent legend in the boat club.

20:00

Debrief. The advantage of coaching the first men's crew is that they take little coaxing to complete the debrief in my other office, the Fort St George: with my narrowboat moored nearby I'm always likely to be found tapping away on my laptop in the comfort of this venue. I've even managed to talk the staff into waiting on me to save my tired legs. The clientele shows me that I'm not the only coach taking advantage of this office, with other crews and rowers in the bar along with friends and neighbours from the houseboat community.

21:00

My day done, I retire to my boat, hopeful for the fire to still be lit and an early night before another early start.

£750 per firm to help towards 'eco' savings

IF you would like to cut costs (and who wouldn't), improve your reputation and comply with new rules, there is £750 up for grabs to help you achieve these worthy objectives.

Investors in the Environment Consultancy, a not-for-profit organisation, can give up to 15 businesses £750 in matching funding to help improve eco credentials.

The consultancy boasts

that it saves businesses it supports on average £7,000 a year, and last year alone saved businesses a total of £300,000.

It could be as simple of installing LED lighting, a move which has helped save one client £18,000 and 90 tonnes of carbon a year. The lights were put in, thermostats turned down, and flush bags put in loo cisterns as well. Call Andrew Jackson on 01733 866436.

Netcall wins major contract for Liberty

NETCALL has clinched a five-year contract worth a minimum of £1.4 million to provide its Liberty multi-channel contact centre.

As part of the agreement, the St Ives-based company will deliver a range of inbound and outbound voice, email and chat applications.

"This will enable the client to deliver a consistent, personalised customer experience and achieve efficiencies," the company

says, adding that the new system will provide a virtual contact centre for the client's six sites.

Henrik Bang, Netcall CEO, said: "This is a milestone for us as it is the largest contract we have been awarded for our new Liberty platform."

"The end-to-end, fully hosted solution will transform the way in which our client interacts with its customers and we look forward to working with them."

Sassone takes over from O'Brien at Lidco

MEDICAL monitoring firm LiDCO says Matthew (Matt) Sassone, CEO designate, has now formally taken over as CEO following the orderly handover period from former CEO, Dr Terry O'Brien, who retired from his board position and role on Friday.

Sassone said: "I am extremely pleased to be taking over from Terry O'Brien to lead the company at this very exciting phase

of its growth. LiDCO has reported two consecutive years of profitable trading and I look forward to delivering further growth and value to shareholders."

"The handover period with Terry has given me a clear insight into the opportunities for the company. I look forward to advising shareholders how we intend to take the company to the next level of growth in the near future."