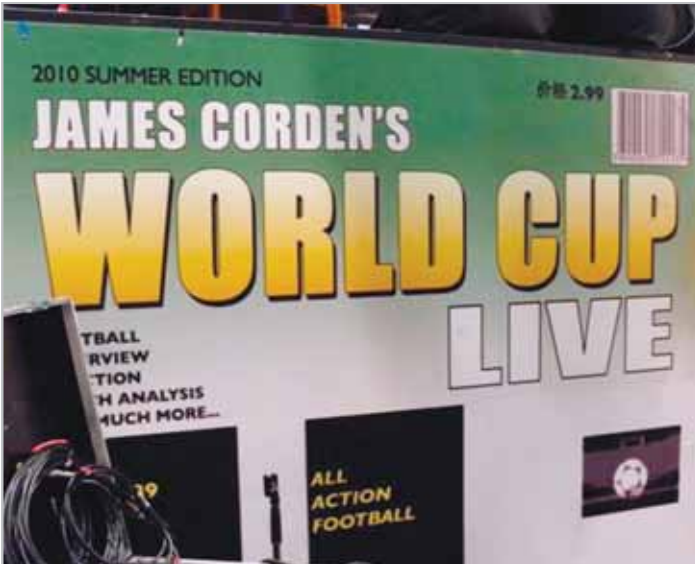


teamtalk

2010 was the year that...

- A disallowed England goal at the World Cup in South Africa re-opened the Goal Line Technology debate
- We had to figure out how to fly a set of 17m high Rugby Posts to Delhi for the 2010 Commonwealth Games
- An additional 10,000 sqft warehouse extension was begun (1)
- Our Red Rugby Posts were all the rage for Saracens at Wembley Stadium (2)
- We signed the agreement to become Sole Suppliers of Football Goals and Nets, and Hockey Goals, Nets and Dugouts for the London 2012 Olympic Games (3)
- Our equipment went Down Under as we supplied Rugby Posts to three of the major Rugby World Cup 2011 venues in New Zealand, which will see action in 15 of the tournament matches (4)
- We were once again defeated in the annual staff friendly football match against Ipswich FC ground staff and coaches (5)
- Plus much more inside!





↑ On the set at "James Corden's World Live"

Don't mention the World Cup...

Now, at the risk of raising blood pressures and starting goal line technology debates that rage in to the small hours, we ARE going to mention the World Cup. Not England's finest hour we have to admit, but as the Vuvuzelas gather dust in the corner of the room we think the time is right to reflect on the tournament that was...

We were contacted by an ITV production company in the run up to the World Cup to ask if we could supply a full size goal post for *James Corden's World Cup Live*. We supplied an Aluminium Portagoal which acted as a backdrop to the studio goings-on, as well as taking penalties from the likes of Freddie Flintoff and Dizze Rascal.

This wasn't the end of our involvement with the World Cup, as we received several media enquiries about goal line technology following the highly controversial England vs Germany match. This turned our Sales & Marketing Manager Kevin Utton in to something of a minor celebrity, appearing on BBC Radio Suffolk and ITV local news programme *About Anglia* to discuss the matter (the *About Anglia* clip can be viewed on our YouTube site: www.youtube.com/HarrodUK). Kevin still has a stack of signed photos for anybody who wants one...



Anyone for Tennis?

The O2 Arena in London was the place to be and be seen in November 2010 as a veritable host of celebrities flocked to watch the Barclays ATP World Tour Finals. From Kylie Minogue to Ronnie Wood, Kevin Spacey to Princess Beatrice, Thierry Henry to Diego Maradona; all eyes were firmly fixed on the action.

Our blue freestanding tennis posts took up their familiar position centre court, and so the stage was set for the top eight tennis players in the world to battle it out for the title of Champion. British hopes were high for Andy Murray as he reached the semi-finals but he was unable to beat Rafael Nadal, losing in three sets. This paved the way for a crowd-pleasing Nadal vs Roger Federer final showdown, which saw Federer walk away the victor with a 6-3, 3-6, 6-1 victory. The doubles title was scooped by Canadian-Serbian duo Daniel Nestor and Nenad Zimonjic.

→ Roger Federer in action with our posts at the ATP finals





Harrod goals centre stage at Commonwealth Games



The biggest cultural and sporting event ever held in India took place from 3rd – 14th October 2010 as the Commonwealth Games came to Delhi. Organising an event for the top sportsman of seventy one nations to compete was no mean feat and when it came to the equipment, only the best was good enough.

We were delighted to be of service to the Organising Committee for the Commonwealth Games by supplying Rugby and Netball equipment. One set of 17m high Rugby Posts (the same as used at Twickenham, Wembley and the Millennium Stadium) were flown to Delhi along with eight additional sets of 13m high Rugby Posts and eight sets of International Netball Posts. Due to the

size of the rugby posts a special freight aeroplane had to be used to transport the equipment, after two other airlines were unable to accommodate the long lengths.

“Harrod UK have a history of association with the Commonwealth Games” explains Sales & Marketing Director Les Saunders. “We were the official supplier of sports equipment to the Manchester Games in 2002, so we were delighted to be contacted again in 2010”.

The England Netball team took bronze, with the England Rugby 7’s narrowly missing the bronze medal position.

Super goals for Super Sixes

January 2011 saw a new venue and a new name for the National Indoor Hockey Championships as the Super Sixes was born. Taking place in front of 5,000 fans at Wembley Arena, Bowdon Hightown's women and East Grinstead's men were crowned champions.

Our Heavy Duty Aluminium Indoor Hockey Goals were once again the goals of choice for this fast-paced tournament, with our new Hockey Pitch Divider Pads also being put to good use in between matches.



 The Super Sixes at Wembley Arena

bl Hockey gets the blues



The Samsung FIH Champions' Trophy was held in England for the first time in its 18 tournament history in July 2010, with Highfield Sports Club in Nottingham playing host. As official goal post supplier to England Hockey, we were called upon to supply the match goals (sprayed 'Samsung Blue'), nets, team shelters, officials' shelter and pitch divider pads for the event.

However, our involvement at events such as this doesn't end at simply manufacturing the equipment. Our staff remained on site for the duration of the tournament in order to help ensure everything ran smoothly.

Sales & Marketing Director Les explains further: "Such a high profile event deserves top quality equipment, and providing it is a real testament to the dedication of our workforce. Every department has to work together - from design and manufacture through to logistics and customer service, each person has a role to play".

The tournament was brought to an enthralling end with the holders Argentina defeating the Netherlands 4 - 2 in the final to take the Gold medal. England also had cause to celebrate on the final day coming back from 1 - 0 down to beat Germany 2 - 1 and taking their place on the podium for the first time ever as Bronze medal winners.

Our Integral Weighted Hockey Goals will also be showcased at the London 2012 Olympic Games as we are proud to be sole suppliers of hockey goals, nets and team shelters to the event.

↓ Our staff hard at work behind the scenes





Swiss host Hockey Congress



In other hockey-related news, in November we were invited to take part in the 2010 International Hockey Federation (FIH) Congress & Forum in the beautiful Swiss town of Montreux, on the banks of Lake Geneva.

The Congress is held every two years, and brings Executive Board members, Committee members, FIH Staff as well as Continental Federation and National Association representatives together to put in place plans that will ensure hockey keeps moving forward.



↑ Our netball nets were fitted to the existing posts

Taking netball to Uganda

In Summer 2010, the Netball Development Trust in association with the Tag Rugby Trust organised a voluntary netball programme in Mbale, Uganda to teach netball to primary school children. Three days of training led to a tournament between two local schools, and the programme was hailed as an overwhelming success.

It was our privilege to be able to help with this cause by donating netball nets after programme organiser Monica Thandi contacted the company. Kevin, Sales & Marketing Manager, commented that “We were happy to help with this project. The items supplied by the Netball Development Trust will stay in Uganda and we hope that the legacy left behind will lead to an increase in grass roots netball in the area”.

Describing the success of the tour, Monica explains how she hopes the tour has “introduced the spirit of netball and left the building blocks for the locals to work on. I would like to come back and see netball being played in more primary and secondary schools and them organising their own inter-school tournaments”.

Suffolk sporting stars shine at awards night

We were proud to be part of the Suffolk Sport Awards for the third consecutive year in October 2010. Organised by Suffolk Sport in partnership with Suffolk County Council and media partners BBC Radio Suffolk, the ceremony was held at Trinity Park, Ipswich with awards to honour the County’s sporting stars and unsung heroes alike.

Denes High School Girls’ U14 Futsal Team were the deserving winners of the “Harrod UK Junior Team of the Year Award”, an award which seeks to honour a Club or Team (with all members aged 18 or younger on 31st August 2010) that has achieved success or competed at a consistently high level throughout the year.

“The Suffolk Sports Awards provide us with the ideal opportunity to be involved with sport in our area” explains Sales & Marketing Manager Kevin. “Sport provides self-confidence, fitness and a team spirit on and off the pitch which we are proud to be encouraging through this award”.



↑ Kevin presents the award to the Denes High School Girls’ U14 Futsal Team

Social revolution

Our Marketing team Tweeted, Flickred and YouTubed their way through 2010.

Twitter:
A microblogging site which allows users to share information up to 140 characters. Concise and interesting is the name of the game!

YouTube:
A video sharing site, where users upload videos for others to view and comment on.

LinkedIn:
Business networking tool, allowing users to connect with colleagues, business associates and companies.

Flickr:
Similar to YouTube, but for photographs rather than videos.

Marketing Co-ordinator Rosie Weatherley is the driving force behind our recent strides into Social Media and explains why it is working so well for us:

“Social Media allows us to have a conversation with people who are interested in the world of sport and what Harrod do. Formal advertising is one-way, whereas social media is about just that, being social. It’s not about the hard sell or corporate spiel, but sharing interesting information. For example, over the years we’ve amassed quite a collection of behind-the-scenes photos of various high profile sporting events which we’ve never had an outlet for, and our Flickr site allows us to share these”.

We’re always looking for new ideas to feature on our YouTube and Flickr sites, so if there’s anything you’d like to see please email rosie@harrod.uk.com

Twitter: @HarrodUK

LinkedIn: <http://www.linkedin.com/company/harrod-uk-ltd>

Flickr: <http://www.flickr.com/photos/harroduk>

YouTube: <http://www.youtube.com/HarrodUK>



↑ All the team turn out to wish Lorna a happy retirement



A fond farewell

December 2010 marked the end of an era at Harrod UK, as Netting Manager Lorna Sizer retired after 35 years with us. From the early days of winding and packing nets to becoming Netting Manager, Lorna's love of a challenge and refusal to be beaten by any job quickly made her an asset to the Harrod team.

Recalling one of the first big challenges she faced, Lorna explains: "I had to hand-braid a pair of red nets for Liverpool FC.

I had never done this before, but my husband Tony was a fisherman and he was able to help me with the skills I needed". Lorna learnt by doing and by watching others, always writing everything down so it could be referred to next time. When she retired, she handed her big book over to the Netting Team to pass on her knowledge.

When Lorna was offered the position of Netting Manager in 1999, she was typically

self-effacing in her response: "I told the Directors to give me a month, and if they weren't happy at the end of it I would stand down. It was a steep learning curve, and tough at first, but I loved the challenge".

When asked how things have changed over the years she worked here, Lorna explains that although the skills have remained the same, the department as a whole is always looking at better and more efficient ways to complete tasks, learning through experience.

Our netting is cut and sewn by hand, which requires skilled workers. Lorna cites her favourite job as training people and watching them improve; when asked her least favourite job, she replied that there was nothing she hadn't enjoyed.

As a gesture of appreciation for her tireless work over the years, the Directors presented Lorna and her husband Tony with holiday vouchers to enjoy during her retirement. The vouchers have been put to good use with holidays booked in Wales

and Morecambe, but don't be fooled in to thinking that retirement means slowing down – Lorna is still working for Harrod UK as an outworker, making nets in her spare time. In fact, the morning Lorna came in to chat to us she revealed that she had been in her garage at 7am that morning sorting through piles of netting!

I know you will join with all of us here in wishing Lorna a very happy retirement.



↑ Saying it with flowers at our annual staff party



↑ L-R: David Bowling presents the long service awards to Adrian, Lee & Kevin

A tale of two decades

Congratulations to Lee Mickleburgh (Logistics Manager), Adrian Watling (Senior Warehouseman), Kevin Gooch (Manufacturing Operative) and Linda McKernan (Horticultural Website Manager) who all recently celebrated 20 years with the company.

Their long service was awarded at our annual Staff Party in November.

Going green

As home to the UK's largest wind turbine, Lowestoft on Suffolk's East Coast has a reputation as forward-thinking when it comes to environmental concern and alternative energy. We've continued this reputation with the installation of solar panels on our new Horticultural warehouse extension.

9.9kW of solar photovoltaic cells have been installed on the roof of our 10,000 sqft extension, spread across four rows of eleven modules. The cells will generate almost 10% of our overall energy usage, and additional panels are already being planned for installation in early 2012.



Our Health, Safety & Environment Officer Andy Mason was closely involved with the project from the early stages, and explains, "It was very exciting to see the panels going in to place. The project has taken a lot of planning and it was great to watch it come to fruition". The panels were installed by Dabbrook Services Ltd of Great Yarmouth, solar photovoltaic specialists for over fifteen years.

Our environmental efforts also achieved additional recognition with recycling and waste disposal company V.C. Cooke Ltd naming us recipients of their Environmental Award for 2010. Waveney MP Peter Aldous presented the award to Manufacturing Director David Bowling (below), with V.C Cooke commenting that:

"Harrod UK are worthy winners of this award for their positive approach to the disposal of their waste".



L-R: MP Peter Aldous presents David with the award



Everybody say.... Pink!

In the pink

In October, our staff showed their true colours by taking part in the Breast Cancer Campaign's 'Wear it Pink' Day, raising over £500 for the charity.

A variety of fundraising efforts took place throughout the day including a company-wide bake sale, a fancy dress competition and the auctioning of a brand new iPad (generously donated by an employee). Staff in nearby premises also benefitted as the bake sale went door to door around the estate later in the day! The pink outfits ranged from fairies and care bears to all-in-one sleep suits – not to mention the one male volunteer who donned his wife's clothes...

Organiser Emma Beales from our Customer Services department explains why the company decided to get involved: "Not only did we raise money for a fantastic cause, but it also led to a great atmosphere around the company as people from every department got involved."

Emma was interviewed by Heart Radio for their Breakfast Show about the events she had planned for the day.

This was our latest fund-raising effort, after our participation in the Macmillan Coffee Morning led us to be recognised by Macmillan as one of the top fundraisers in our area for the event.

And our survey said...

We'd like to offer a big 'Thank You' to all customers who took part in our Review of 2010 Customer Survey. The responses were overwhelmingly positive as the Tag Cloud on the left shows, but we won't be resting on our laurels. We undertake the annual survey as we are determined to continue to improve year on year, and your comments allow us to do so.



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