

22 FEBRUARY 2001

Praise for RDA

THE Chairman of the Penzance based Digital Peninsula Network has defended the Rural Development Agency, following recent criticisms.

Tim Dwelly has said that recent negative comments about the RDA 'bears no resemblance' to the DPN's experiences of the Government agency.

"We received a huge boost when the RDA proactively contacted us to encourage a bid for assistance from the DTT's Innovative Cluster Fund.

"We did so successfully and have now got around £250,000 to invest in broadband and other high-end computer equipment for our members to use in our Penzance Centre. This will act as a pilot as we develop other clusters across Cornwall.

"We have found the RDA extremely approachable responsive. Their officers have demonstrated a real understanding of the importance of e-clusters to the future of the economy and appropriate ways to nurture them.

"Despite being based in Exeter, there has been no reluctance on their part to visit us and they have helped cashflow the project, which they did not have to offer to do.

"Here in West Cornwall there are over 120 businesses who are grateful that an agency based in Exeter has shown such a keen interest in helping promote ICT business far from the major cities of the South West," added Mr Dwelly.

The DPN represents a growing cluster of 120 businesses in Cornwall which rely on new technology. These include web and graphic designers, software producers, animation production companies, technical support businesses, translators, journalists and photographers.

Careers

Susan helps out on those life decisions



□ Susan Kersley.

SUSAN Kersley knows all about making life-changing decisions.

She made one when she decided to take early retirement and now coaches others to take steps to live the life they really want.

At 54, having spent over 30 years as a doctor, she left the Health Service and took early retirement, moving from Birmingham to her holiday home at Porthcurno.

Achieving her long-held ambition to live near the sea she filled her time walking, writing a novel and nurturing the creative side of her personality that she had previously been unable to pursue.

Then, in 1999, she read an article about life-coaching and decided that was what she wanted to do next.

"I have no regrets about giving up medicine and moving here," said Mrs Kersley. "It's amazing the value you can get out of even a month's coaching.

"The coach's job is to give on-going non-judgmental support to people to enable them to break down their dreams and ambitions into achievable goals."

As most one-to-one coaching is done over the telephone or by e-mail she has clients all over the country and as far afield as South Africa.

She has also joined the Digital Peninsula Network – the association for professionals working with digital technology in Cornwall. Her website address is: www.youcanchangeyourlife.co.uk