

The Worm Turns As ‘Wiggly Wigglers’ Is Crowned Britain's Small Business Champion

Wiggly Wigglers, a natural gardening mail order firm from Hereford, has won the coveted title of British Small Business Champion 2005. The company – which specialises in ‘green’ gardening products such as worm composting kits and live bird food - wormed its way to the top, overcoming tough competition from other award winning companies across Britain.

Husband and wife managing team – Heather and Philip Gorringe – attended a prestigious national award ceremony held at Claridge’s in London, where they were presented with the national title by newscaster and TV presenter Fiona Armstrong and TV presenter, journalist and author, Gyles Brandreth. They also collected the winner's prize of a tailor-made business trip to New York.

The awards ceremony, now in its fourth year, is held by the Federation of Small Businesses, Lloyds TSB and the Daily Mirror, to showcase and celebrate the contribution made by small businesses to the UK economy and to their local communities. This year the ceremony fell during National Enterprise Week, 14 - 19 November.

The 2005 Champion, Wiggly Wigglers, has successfully created a new market by taking on board gardeners’ environmental concerns and then creating ‘green’ solutions, such as the use of live ladybirds to help naturally control aphids. The company currently offers an impressive range of over 600 natural garden products.

Wiggly Wigglers has already received accolades from the Royal Horticultural Society and has been visited by HRH Prince Charles.

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On being presented with the national British Small Business Champion award, Heather Gorringe, managing director, Wiggly Wigglers, said: "We're absolutely over the moon and the whole team is delighted to have won the award. As well as recognition that we're on the right track with the business, it's also a thumbs up to all of our customers who are the most important part of Wiggly Wigglers success."

Stephen Pegge, head of communications for Lloyds TSB Business, said: "Wiggly Wigglers is quite simply a great company with a fascinating product and a superb working ethos. This company cares deeply about what it does and how it does it and demonstrates genuine commitment to its staff, customers and the local community. Unfortunately there can only be one national champion and this year Wiggly Wigglers will be proudly flying the flag for British enterprise when they visit New York."

John Emmins, BSBC chairman at the Federation of Small Businesses, said: "These awards are recognition of the achievements of Britain's diverse and vibrant small business community. We're now in the fourth year of searching for champion businesses and the combination of hard work, aptitude and vision demonstrated by all of this year's finalists has made the task more difficult than ever before."

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Notes to editors:

- Photographs and profiles available on request.
- The 5 other national finalists included:
 - Honister Slate Mine – the Northern regional winner
 - The Ceramic Experience – the Scottish regional winner
 - Olives Et Al – the Southern regional winner
 - GH Stationers – the Welsh regional winner
 - MacNabb Bros Waste Disposal – the Northern Irish regional winner

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