

Women Wade In To Take Top Award

Women's pond team scoop top prize in the 2010 Small Business Awards

WOMEN WITH WADERS, the Herts based pond maintenance company has been named Enterprising Business Award Winner by the Hertfordshire Federation of Small Businesses (FSB).

The awards celebrate the very best of the contribution made by local businesses across the county and reflect the growing success of the Women With Waders team since the company was founded in 2005.

Managing Director Jo Pateman believes the award is recognition of how far the company has developed over the past five years, as the original all-women pond cleaning and maintenance team has now expanded into the construction and refurbishment of ponds and lakes - both commercial and private - of all shapes and sizes.

'But at the risk of sounding like a gushing Oscar winner I really do have to say that the team-work involved in Women With Waders is what the success of the company has been built on,' said Jo.

'We've grown considerably both in size and the services we provide but our roots have remained solidly grounded in working as a close-knit and happy team which gets a real kick out of providing a first class service whether it's to an elderly pensioner with a small overgrown pond or a big corporate show pond.'

As with many growing young businesses, the internet plays an important role in the firm's marketing strategy and as well as scooping top prize in the Enterprising Business category, Women With Waders' accessible and user-friendly website also earned it a finalist place in the Best E-Business Award.

Based in Gosmore near Hitchin, Women With Waders has a team of seven women providing a complete cleaning and maintenance service in the Herts, Beds, Bucks and North London areas with Jo's husband John - a professional in the construction industry - now providing building, landscaping and refurbishment services.

At the heart of its success and growth is a team made up of people who have amassed over 35 years experience in the specialist aquatics business, a team which takes great care and professional pride in every job, big or small, with an attention to detail and wildlife preservation that is second to none.

For further information about Women With Waders you can visit their website at www.womenwithwaders.co.uk or call 01462 456020.

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