

# Revenue streams see Triton make a splash

■ Diving company's diversification and growth help it to land small business title.

**D**ive shop owner David Jones was left speechless when his Southsea business was named as Small Business of the Year.

Triton Scuba, of Highland Road, has been growing rapidly over the past year as it has opened up new revenue streams, and has been described as going places with the number of business opportunities it is now undertaking.

Not only is it training at least 500 divers a year across a range of courses, its turnover is now more than £300,000 - and is heading up - and it is one of the biggest providers of diver training and equipment in the south of England.

Mr Jones said: 'It's been growing this year. There's been the diversification and moving into new areas and being proactive, and getting into the media with our work with the BBC has been helping a lot. But at the moment I'm shocked.'  
The past year has seen the

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company move into new areas of lucrative work. It now works for the media and provides divers for National Geographic, as well as extras and equipment for Discovery Channel, and Triton has done a huge amount of work for the BBC and is now a BBC contractor, with the latest having been working on the *Life* project - a follow-up series to the *Blue Planet* and *Planet Earth*.

One of the major initiatives of the year was the expansion of its first aid training programme, which has been nearly as busy as the diving side, with contracts gained with primary care trusts, hotel chains, local councils and others. Award-winning Chichester security firm Gardner Security added another trophy to its cabinet when it



**Ann Ridley, Dean of Portsmouth University's Business School, with David Jones, Bill Jones and Ian Brown of Triton Scuba, Small Business of the Year winner**

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was named runner-up in this category. Judges commented on its successful strategy of reducing the number of false alarms generated by systems installed by Gardner - easing the demands upon police. This wasn't the only award it won this year, as it also landed a Security Excellence

Award - Best Security Installer (for companies with fewer than 15 employees). Meanwhile, human resource company Handover HR, which has just moved from its Sheldiffa premises to Bishop's Walkham, took the highly commended title. This was for the rapid manner in which the 11-

strong company had grown in the past year. Among its successes was organising the entire arena catering operation at The O2 Arena - previously the Millennium Dome - from the actual recruitment of nearly 1,000 employees to the training and uniforms of all the staff.

## SMALL BUSINESS of the Year

- **Purpose:** To recognise best practice and proven success in a business having a workforce of 15 or fewer staff that is based in or around The News circulation area.
- **Criteria:** Entrants were characterised by excellence in product or service and the achievement of a strong or growing market share in their chosen niche, which was reflected in growing profitability and/or enhanced performance.
- **Other winning characteristics could have been:** a successful turn around of a struggling or slow-moving company; successful exploitation of innovation; excellence in setting up a major new operation and bringing it into production at a high level of efficiency; successful pioneering of new markets; the readaptation of a business and its survival in a highly competitive market; enterprises that succeeded by getting the best out of their workforce.
- **In a sentence,** the judges were looking for something special for all to admire and from which all could learn.
- **Shortlisted entries:** Sands Franchising; M12 Solutions; Handover HR; Watrode Surgery; glow marketing; Triton Scuba; Emerson Chase; Gardner Security.
- **Winner:** Triton Scuba
- **Runner-up:** Gardner Security
- **Highly commended:** Handover HR