

# Leicestershire Business Awards 2010 Winner Case Study

## Paul Baker (Bakers Waste Services Ltd)

**Winner:** Entrepreneur of the Year 2010

**Location:** Glen Parva

**Founded:** 2002

**Employees:** 40

**Turnover:** £3.2 million

**Website:** [www.bakerswaste.co.uk](http://www.bakerswaste.co.uk)



Paul Baker's story is literally one of 'rags to riches'.

When he launched Bakers Waste Services in 2002 his ambition was to create a £1million business within five years. He achieved this first goal and by 2009 his turnover had exceeded £3 million. Now with 3,000 customers, including Leicester City FC and Leicester Tigers, the company is going from strength to strength.

Paul's employees nominated him for the Entrepreneur of the Year category. "They all thought it was time we were recognised for what we had achieved and our success to date and this was a great way to do it," said Paul.

"I wanted to take as many people to the Awards night as possible so I booked two tables. We put the names of all the employees into a hat to decide who would go. We also took a couple of suppliers who have been with us a long time and seen our growth. I thought it was really worthwhile taking everyone because success is down to a team effort. This was a way to reward them.

**"...the Awards put us right in front of some very important people"**



"During the judging process we were able to reflect on how far we had come and being at the Awards gave us a great feeling of satisfaction. As we were watching our video up on the screen it struck me how everyone there was focusing on me and the company. Leicestershire is our primary market and these were major people from the business community so the Awards put us right in front of some very important people. The commercial waste industry is not well recognised yet it is crucial to everyone's day to day working.

**"I felt like a king - I felt on top of the world!"**

For further information about the Awards contact:

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“Winning was incredible. I felt like a king - I felt on top of the world! From the reaction of everyone at our tables I could see what it meant to us. I am simply the captain guiding the ship – the enthusiasm and dedication of the staff drive our success. I think it’s probably fair to say we were the noisiest table – we were absolutely ecstatic. The staff loved the whole event and we didn’t go home until 5am!

“We still felt the buzz of excitement back at work the next week. The trophy and certificate went straight on display in our Board Room and we announced the news on our website. Since the Awards night and following publicity of our win we have been inundated with enquiries. The Leicestershire Business Awards have certainly worked for us.”

Bakers Waste Services recycles cardboard, paper, plastic, glass and metal and deals with hazardous and electrical waste. Other waste is used for composting or animal bedding.

In 2009 Paul masterminded the takeover of rival company Glenfield Waste. He now plans to increase revenue to £6.6 million by 2015 and to open two further recycling facilities.

Paul is a true entrepreneur. He is passionate, dynamic, is not afraid to make bold decisions and possesses natural skills as a motivator and leader. He has made huge investments in the company in terms of facilities, machinery and in staff training and has been rewarded with excellent sales growth and a loyal workforce. He also shows great commitment to the local community by employing people from the nearby prison. With his proven track record of growth and a clear vision for the future Paul is on course to achieve his goals.

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