

## The Bicester Vision and Wednesday Business Club Small Business Award

This category is open to any business based in Cherwell district that employs fewer than 25 staff, this can include sole traders, and that started trading more than 3 years ago.

### THE JUDGES WILL BE LOOKING FOR EVIDENCE OF:

- A clearly defined business strategy and vision for the next 3-5 years
- Leadership and management with the ability to drive the business forward
- Understanding their market and ability to identify and overcome barriers to growth
- Financial arrangements and sustainability plans for the business

General Business Information	
Business Name:	Oxford Duplication Centre Ltd
Business Type:	Limited Company
Business Sector that you operate in:	Digital Archiving and Digitisation Digital Media Imaging
Company No: (if applicable)	08362033
Business Address:	29 Banbury Road Kidlington Oxford OX5 1AQ
Telephone:	01865 457000
Email:	cheryl@oxfordduplicationcentre.com
Web address:	www.oxfordduplicationcentre.com
Date Trading Started:	2011 incorporated

Contact Information	
Contact Name:	Cheryl-Lee Foulsham
Position:	Director
Telephone:	01865 457000 / 07917 775477
Email:	<a href="mailto:cheryl@oxfordduplicationcentre.com">cheryl@oxfordduplicationcentre.com</a>
Social Media Accounts:	<a href="https://www.linkedin.com/in/oxfordduplicationcentre/">https://www.linkedin.com/in/oxfordduplicationcentre/</a> <a href="https://www.facebook.com/OXFORDDDUPLICATIONCENTRE">https://www.facebook.com/OXFORDDDUPLICATIONCENTRE</a> <a href="https://www.google.com/search?q=Oxford+Duplication+Centre">https://www.google.com/search?q=Oxford+Duplication+Centre</a>

	<a href="https://www.google.com/OXFORDDUPLICATIONCENTRE">https://www.google.com/OXFORDDUPLICATIONCENTRE</a>
--	---

Head Office	
Do you trade <u>from</u> Cherwell district? Is the address above your main or trading office?	<b>Yes</b>
Do you report to an external / other Head Office?	<b>No</b>
If you do report to an external head office please give details below:	

Brief description of your business
Brief description of the business, including an outline of its products or services and Geographical Marketplace.
Corporate, Heritage and Consumer Digitisation.
Our company is at the forefront of digitisation and digital preservation. For over 13 years we have been one of the leading experts in handling analogue, photographic film and document media to include rare and fragile material such as books, maps, parchments etc. successfully converting them to online digital files.
Our services are award winning, led by a team of expert archive technicians and audio-visual engineers in our high-specification studio in Kidlington, Oxford.
Our services support client orders with digital images from all sectors, digitising collections, archives, heritage projects to consumer family archives into images that can be preserved, edited, or viewed on all internet-based platforms, giving them a new lease of life, and making them searchable and available for world-wide viewing.
Our geographical marketplace is Cherwell and the United Kingdom, but also includes the USA and EMEA.

**Does the business have a written vision and business strategy that is being implemented? If yes when were these written and last reviewed, please submit copies.**

Oxford Duplication Centre Ltd has a written vision and business strategy that is regularly reviewed and revised every year with a view to a 2-year, 3-year and 5-year plan.

This current business strategy is attached as requested.

## What process does the business use to identify target markets and its competitive position?

Oxford Duplication Centre Ltd has built a constantly evolving strategy for our business, to identify and understand customer needs, undertake regular competitor analysis, and stay one step ahead of our competition. Considered and large investments in new equipment as required for both purposes. Also, these can be strategic investments; 'if we build it they will come'.

These processes are prepared monthly and implemented to ensure a constant in the market sectors we specialise in. By utilising a constant growing SEO (search engine optimisation) identification of our business, ensures our competitors are challenged by our expertise in our areas of digitisation, by a flow of blogs, online presence, client business to business expertise, keyword processing, website monitoring ensuring our constant competitive position.

Demographics such as age, gender, education level, occupation and family situation give our business a broad idea of their lifestyle. Our targeted analysis goes further by understanding our clients, through their work, outside activities, goals to create a target audience for the services we offer. Each client has a family, a business, a job, and a lifestyle. We target these areas using online marketing tools to gather information that can then be marketed to our specified audience.

Through a competitive and forward-thinking marketing strategic plan we constantly identify our target markets, our competitors, and our competitive position. Analytics of social media demographics with audience analytics, to get a granular understanding of our key audiences and what drives them to search and seek the services related to our industry and digitisation. We use a precise marketing plan that utilises the following for 12mths, 18mths, 2years and 5-year strategy campaigns:

Spotting patterns and opportunities in client behaviours and conversational data on demographic platforms, then using those insights to create campaigns that resonate and drive our marketing and product strategy forward.

**Demographic Audiences:** Our audience demographic utilises tools from the following online platforms, implemented weekly, mapping our audience demographics through Blog and conversation using interests, affinities, and suggestions.

- LinkedIn
- Twitter
- Facebook
- Instagram
- Website Analysis
- Google Business AI
- media.

**How has the business identified areas of growth? How does the business strategy capitalise upon it? What are the additional resources needed within the next 2 years to achieve identified growth?**

Most recently, becoming a finalist for the CBA Small Business Award in November 2023.

We have used our business strategy to capitalise on this success and grow the business through marketing. This has become extremely successful and followed on from our previous year winning the CBA Micro Business Awards in 2022. The finalist position in the Small Business Awards category established our company even further in the eyes of our existing clients, but also provided confirmation of our expertise with new clients and further trust of our business. Through this finalist position we have seen a positive growth in confidence across all of our services through client and staff morale.

Through a highly successful campaign utilising our extensive online platforms, we personally contact our clients individually to highlight our achievements and our growth, incorporating new solutions for existing challenges that our clients wish us to pay attention to. Through listening to our client feedback on services, we are able to implement further business strategies to capitalise upon and to show attention to their business and how they themselves wished to grow. In short, we shared a vision and journey with our customers. Through this, our business has gained essential knowledge in all areas by listening to our customer needs and growth strategies and requirements within the sectors of archiving and digitisation.

Within our business plan 2023-2024 and to also incorporate business plan for 2024-2026 we are fully committed to our mantra 'build it and they will come' approach' strategy to expand our business with leading archive storage and extensive flatbed scanning technologies.

Central to the plan for several years was achieving the goal of acquiring our own premises to give us the space we required to service our growing client orders.

We achieved the first phase of our ambitious 2023-2024 plan by securing the purchase of our business premises incorporating 1000sq. ft of space allowing us to expand and bring in the essential equipment required to further capitalise on the growth part of the plan supporting client needs and requirements.

Our next part of the 2-year plan was realised with the purchase of not just 1 wide format scanner, but 2 new scanners that have strengthened our leading position in the field of digital archiving. In autumn 2023 we purchased an A0+ contactless scanner which has seen immediate success, through our marketing blogs and online platforms, to include a business growth during the first 4 weeks of marketing. Also incorporated in our 2022-2024 business plan and implemented was the purchase of a state of the art photographic set up for complex scanning of fragile media, supporting clients with a new updated and totally non-destructive solution. We have continued to build trust especially with the heritage market and museums etc., allowing us to handle very rare and valuable materials often of historic importance. Previously these would have been available to view only to very few and can now be enjoyed by a much wider audience. For the consumer market of course often, the value is sentimental rather than financial but is no less important.

With our expansion, we brought in our third engineer to provide essential audio engineering support and servicing to our list of services we can provide to our clients. With a strong team of 3 engineers, each leading in their areas of expertise, turnover of orders is now shortened and efficiency extremely high.

Digitisation, we realised, very early on in business, would be one of the essential forward thinking businesses where we will eventually move from an analogue world into a new, rather intimidating online world, whereby the physical handling of media would be replaced with a USB stick or a cloud link that was not tangible.

Part of our role in business is to educate and reassure and hold the customer's hand during this transition. It is wonderful to see though when they see the potential and have an archive which is both safeguarded and viewable but also and importantly, searchable.

The additional resources needed within the next 2 years to achieve identified growth will now be reached by expanding our staffs technical skills, qualifying each member with The Archives and Records Management skillsets, showcasing each member their expertise in the fields of digital archiving, ensuring an even higher level of professionalism as we grow through the next 2 years. Within these exciting 2 years we will hire a new head archivist and an administrator to support the growth of the business and free up our Directors time to work closely with larger tenders and opportunities.

## **How is the organisation investing in and developing its staff, directors, owners, shareholders?**

Recruitment is centered around building a team with a passion for what they do. This means and allows our staff to have a voice and see many of their own ideas implemented within the business. Staff are encouraged to spend time experimenting and to be creative; the software we use provides the building materials, it is the users (our team) who do the building.

In some cases, and to be added to further this coming year, we have employed apprentices in a role and internally trained them to the required standards and assisted them with external qualifications as appropriate. Refreshingly, having a fresh set of eyes looking at sometimes decades-old methodology often results in a new approach rather than relying on 'we have always done it this way'.

We have also been able to leverage the expertise of a non-executive director with over 40 years' experience in broadcast and media and cloud applications. This has been crucial as we implement new workflows to transition to cloud-based solutions. We have also been able to expand our coverage within EMEA and beyond and build our corporate and broadcast client base.

With no shareholders to support, most of the company profits are invested back into the business. To handle the multitude of legacy formats is a hardware and capital expenditure intensive exercise but also a necessary one in order to continue to be a market leader. This is the preference and choice of the business owner to put continued growth both in terms of investment and staff development ahead of profits. As part of this we are proud to support the Oxford Living Wage initiative and ensure all staff receive a salary in-line with their talents and cost of living in the area.

We are very proud to own our own business premises now, which allows us the freedom to provide new kitchen facilities, a common room for relaxation away from the desk and a garden area with seating. Most of our staff can walk to work but we are also on a main public transport route with also ample free car parking for both staff and visitors.

Of course, sales must continue and marketing across relevant markets and platforms must be coordinated and strong. To this end, the business will look to employ a front of house and administrator in order to free up the business owner to focus mainly on sales and marketing.

## **What are the future plans of the business? Please share any prepared business plan or Business Model Canvas that exists.**

Our future plans are to keep growth at a maximum whilst implementing our very careful business plan which is attached. This will ensure the business success and continued growth.

**How will the business sustain itself in light of the current macro economic factors affecting businesses, including: how you have supported staff, owners, suppliers, and customers, actions taken around controlling costs and increasing sales, proposed marketing initiatives, and product/service developments?**

Working with a business plan which incorporates future proofing growth and staff development, to ensure the stability of the business. It is a balancing act as all businesses, including our customers, look to cut costs and drive efficiency BUT what we can demonstrate is how we can save a business money by, for example, replacing a room full of paper records, binders, folders, archive boxes etc. with a very small digital media device (such as a USB hard drive) or files that can be accessed in the cloud. Not only does this eliminate the huge amount of real estate that these materials occupy but also provides data which is *searchable* and which would have taken our clients and their staff many man hours to locate previously on paper records. We have expanded further on this below. We work to give key customer contacts the tools they require to be our internal advocate within their organisation.

Our main plans are as follows for 2024/2025:

Continued hire and development through in-house training 1 administrator to free up the business owner to focus on sales and marketing initiatives and 1 archive technician to support the photographic and administrative departments. Recruitment centres around building a team with a passion for what they do and all of whom feel they positively impact the business and can feel free to suggest new ideas. We are also proud to support the Oxford Living Wage initiative and ensuring less financial stress on staff.

Further implement our existing training process for consumer clients that are nervous about moving from analogue processes to digital online cloud storage. Our guidance has supported many clients in building confidence so one of our goals for 2024/2025 is to offer further training in these areas.

To expand further our business by winning tenders and contracts from incumbent suppliers through competition, which saw a growth of 20% in 2024/2025 by use of existing SEO marketing but also implementing Google AI for keyword and expansion ideas. It is important to demonstrate to new customers to us that there is a trusted alternative supplier who will look to provide the most cost-effective solution.

To make corporate clients very aware of the very real dangers of magnetic tape deterioration. This format is in serious decline. Our existing structures of awareness will be increased exponentially through discussions with existing client meetings, blogs, and marketing awareness.

To support clients in all areas of corporate, heritage and consumer sectors that digitising all non-digital formats into digital formats can greatly support workflows and automated processes. Digitisation is the first step that each organisation should take towards digital transformation.

To expand further our document scanning by showcasing efficiencies through OCR (optical character recognition), by letting the data speak for itself by creating better workflows. This is really important to give clients knowledge of, and access to their archive assets.

To support clients even further to become a digital workspace by transforming their analogue information to digital and making it available whenever it is required. This ability to deliver information to the appropriate person at the right time and place in order to make educated business decisions is the most essential benefit of digitisation in future proofing their businesses. It is an investment that quickly pays for itself and is one of the foremost benefits of digitisation, that within the organisation, information becomes more accessible.

To provide storage space for digital documents so anyone with right access can view the needed information, irrespective of location. This also makes it lots easier to collaborate effectively. Whilst this trend accelerated during Covid-19, it is here to stay and we incorporated it into our business plan and marketing messaging, reinforcing the greater need for digital information as more people can work from home or from space to space with their laptops and digital media.

We ensure to give strong consideration to environmental concerns. Digitisation is environmentally friendly. Go Green is the most important benefits of digitisation that will help us save our planet earth. With each printed document, we contribute to deforestation, increasing the harm done to our mother planet. In terms of sustainability and natural resources, each corporation owes a commitment to present and future generations. By having media presented digitally without the need for paper copy or tape copy or hard copy of any form has substantial benefits. Also, any materials containing anything potentially harmful (such as many old tape formats) can be safely destroyed after digitising.

To constantly re-invest profits back into the business . The multitude of legacy formats requires that we maintain a pool of many pieces of hardware equipment. Capital expenditure is still required but by doing so we can save our customers the expense of trying to run and maintain this hardware.

Purchasing the business premises has eased cashflow in terms of rental payments. The business will continue to put growth both in terms of investment and staff development ahead of profits.



**Has the organisation achieved any other Award, accreditation or recognition of sound business practice? (e.g. Investors in People, ISO 9001/9002)**

Oxford Duplication has been awarded the following recognitions and awards:

1. Micro Business Awards 2022
2. Small Business Awards Finalist 2023
3. ICO Accreditation in GDPR Compliances
4. NHS Organisational Code Compliance

## Financial Information

(This is kept confidential – figures can be estimate or given as a range) NB: The judges for the Small Business Award require all the data requested and applicants failing to do so will have their application turned down.

	Annual turnover (£)	Net profit before tax, interest (£)	Number of employees
Last year	325,000	89,000	6
This year	350,000	116,000	8
Next year forecast	375,000	135,000	9

## Additional Comments

Please note our business plan will form part of this application, which is attached.

## What you need to do now

- Please email completed application forms to [admin@cherwellbusinessawards.co.uk](mailto:admin@cherwellbusinessawards.co.uk)
- Full applications will only be accepted if received before midnight on 29 May 2024.
- Judges will review entry forms upon receipt and all entrants will be contacted.
- Shortlisted Finalists will be announced by July 2024.
- Winners will be announced at the Gala Dinner on 13th September 2024 at Chesterton Hotel, if you would like to book a place at the Awards Dinner please email us on [admin@cherwellbusinessawards.co.uk](mailto:admin@cherwellbusinessawards.co.uk)
- Twitter @CherBizAwards - join the conversation #CBAs2024.