



**Toasting success:** Women's Enterprise winners, left to right, Rob McCabe, Julie Harris, Leslie Freed, Angela Ladd, Tracey Williams and Rachel Tidman.

# Businesswoman honoured for 'staggering innovation'

**A BUSINESSWOMAN** who cracked the notoriously male-dominated property market has been named Female Entrepreneur of the Year at an awards ceremony in Bristol.

Lesley Freed from Saco – which offers serviced apartments to workers living away from home – received the award at a ceremony at the Mercure Holland House Hotel. It recognised her “stag-

gering innovation, spotting a gap in the market” and she was described as having “demonstrated incredible success in the male-dominated world of property”.

Saco, based on Whiteladies Road, was born in 1997 and in 12 years has become a business with a £14 million turnover, employing more than 100 staff.

Meanwhile, Angela Ladd of Radstock-based German Translations, received the

Enterprise Champions Award, provided by Business-Link, for her dedication to support and champion enterprise in the region.

Other winners at the event – one of three across the South West to mark Women's Enterprise Day – included Rachel Titman of Nameless Media, based in Broad Street, who won the Rising Star award, Tracey Williams of Exigo, who received the Recession Recovery Award and Julie

Harris, of Devon-based Cosmic, who won the Women in the Public Sector award.

Meanwhile, in recognition of the way men can support and encourage women into business, Rob McCabe of the Secretaries Network – based in Portishead – received the Enterprising Man award.

Dawna Stickler, managing director of Bristol News and Media, which owns the *Evening Post*, said: “The event was a superb example of how

women are helping to shape the future of business success in Bristol and beyond.”

● The South West RDA leads the development of a sustainable economy, investing to unlock the region's business potential.

It is supporting a range of events over Global Entrepreneurship Week, of which there are over 350 taking place in the region. More information can be found at [www.southwestrda.org.uk](http://www.southwestrda.org.uk).