

COMMUNITY

Matters

New International Role for Managing Director

As many of you will now be aware, I have recently been appointed as International Marketing Director for our parent company, the Royal Canin Group, and one of my final tasks here is to extend a warm welcome to Jean-Lin Pelatan who is taking over from me as Managing Director.

Jean-Lin and I have known each other for many years, having both held management positions within Royal Canin Group. Jean-Lin spent several years as a Financial Analyst at the Group's US operation in Missouri before moving to become Chief Finance Officer of the Belgian subsidiary in 2001. During his time in Belgium he also occupied Sales & Marketing positions. More recently he has been responsible for creating and developing a new central distribution and supply chain operation for Supply Chain in Europe providing logistics, marketing and sales support for the Group's growing list of European operations.

I am sad to be leaving so many friends from this area and colleagues within the company but it's very reassuring to hand over responsibilities to someone I know well and who has the determination to take the company forward.

Our move to new premises has not been without its challenges over the past year or so and I'm delighted that the company has not only consolidated its position as one of the country's most respected pet food manufacturers, but has also demonstrated its commitment to be a responsible, responsive and progressive employer. We have a highly motivated and growing workforce with cutting-edge production facilities, so I'm sure the company is now well placed to build on its success for many years to come – and Jean-Lin is the man to help do just that.

Finally I want to say a huge thank you to so many people from around the area who have sent me good wishes for my new appointment and to everyone who has worked tirelessly to help the company settle in its new home. My very best wishes to all concerned and I look forward to seeing many of you again during future visits to Somerset in my new role.



Francois Demauge

Taking Over The Reins From Francois

I'm delighted to be taking over the reins from Francois at such an exciting stage in the development of our UK operations. We share the same values and commitment, having both worked for Royal Canin for many years, and I've already seen at first hand the enthusiasm, drive and team spirit of our workforce in Castle Cary.



Francois Demauge & Jean-Lin Pelatan (left)

We're now approaching full production at the facility and we're well on track to meet our target for double digit growth year on year – which is great news for everyone involved with the company, our customers and the local economy. I'm very much looking forward to continuing the regular dialogue with representatives from our local community, meeting more local people and building on the goodwill that is so much in evidence here.



Jean-Lin Pelatan

A Warm welcome awaits all new recruits



ABOVE: Carrie Anderson at work and in action with her two horses, Maverick and Cloud.

It has been a busy few months for our HR team, with many new recruits joining the company. But thanks to the efforts of Carrie Anderson - our People and Organisation Advisor - and her colleagues in the HR department, all of our new people receive a very warm welcome to the company along with their induction process to help them settle into their new role as quickly as possible.

A former pupil of Castle Cary Primary School and Ansford School, twenty-five year old Carrie has worked in HR and Payroll for the past seven years, previously with GKN Aerospace and Wincanton Logistics. She joined Crown Pet Foods in July 2007 as work on the new site was approaching completion and is delighted that she's now working just a stone's throw from her home in Ansford.

"I know the area very well as I grew up here and before their retirement from the trade my parents were publicans in the town. Unfortunately there wasn't much work in the area when I left school so I had to find a job further afield. I'm so pleased to be back here as it's

such a tight-knit community and it's great to be working with such a friendly group of people here at Crown."

Carrie plays rounders for the local team, captains Castle Cary's Netball team and is a frequent participant in riding competitions on her two horses, Maverick and Cloud. Her work for us covers a wide range of HR responsibilities including coordination of the company's recruitment programme, payroll administration and Health and Safety.

However, it's giving a warm welcome to new recruits that she enjoys most. "Starting a new job can be quite intimidating. But at Crown Pet Foods we put a lot of effort into helping people feel part of the team as soon as they walk through the door. This focus on people is clearly paying off as everyone is supportive of each other and there is a great spirit of collective responsibility. Although we're a small team, everyone in the HR department is absolutely committed to ensuring this team spirit is maintained as the company continues to develop."

BELOW: Apprenticeship success for Sarah (left) and Jasmine.



New recruits set a benchmark!

Two former pupils of Ansford School, who were among the first to be selected for our apprenticeship scheme, have joint cause for celebration. Sarah Duck has now secured a full-time appointment as Wholesale Retail Sales Adviser and Jasmine Russell has extended her apprenticeship with a further twelve month contract as Breeder Administration Support Assistant.

Sarah & Jasmine joined us last year as Business Administration Apprentices and have gained experience in various roles within the Sales Support team, including taking part in two of the country's largest pet shows, Crufts and The Supreme Cat Show.

Over the moon

After leaving Ansford School in 2006, Sarah attended Strode College in Street to undertake her A-levels and has lived in Ansford for the past four years. "The job search after leaving College was really disheartening but I was over the moon when I was signed on as an apprentice," she says. "The warm welcome I was given really helped me to feel party of the team from day 1 and I'm absolutely delighted that the apprenticeship has helped me to secure a full-time position within such a lively workplace."

Jasmine, who now lives at Pylle near Shepton Mallett, heard about the company's apprenticeship scheme while she was still at school and her appointment followed an email application made during her final term. "Although it's my first job I know the area very well having been to school here," she says. "I can't believe how lucky I've been and have learned so much over the past nine months. I really love it here and have made loads of new friends, so I'm really pleased that I can now build on this experience over the coming year."

Both Sarah and Jasmine will complete their respective NVQs in Business Administration this year and work as part of a fifteen-strong sales support team.

Josie & Lila



In the last edition of Community Matters, Ali Daff, Veterinary Marketing Manager told us that her mare Josie was in foal.

The foal, a Dutch Warmblood called Poussiere d'Etoile – with a short name of Lila - was born at 4am on 6th June weighing 45kg. Mother & daughter are both doing well, and mischievous Lila is enjoying running & playing all day.



FROM LEFT: Josie and Lila together, Lila at 1 week old and Lila after 12 days.

Pond wildlife

There are 11 ducklings with mum in our pond, and a nesting moorhen.



Support for our local community

Representatives from four special community projects in the Castle Cary and Ansford area recently visited our offices to meet us following the special grant funding we provided for them through the Somerset Community Foundation, an independent funding body that focuses on poverty and disadvantage throughout Somerset.

“We have provided some direct support for local educational, sports & charity activities over the past year or so, but we’re delighted that our decision to work with The Somerset Community Foundation has proved to be so beneficial for the selected charities,” says Alex Chadwick. “We were delighted that each group wanted to meet us and to hear that our support is delivering very real benefits to both younger and older members of our local community.”

Practical

As well as direct support for Help the Aged activities in the area, our grant funding has enabled new sports, dance and circus skills workshops to be introduced by The Castle Cary Out of School Club and has supported a new mobile Youth Club – the ReAct Bus – operated by The Linx Project. Our support for The Carymoor Environmental Trust has enabled a group of children of 8 to 18 years, who have learning or behavioural issues, to undertake practical environmental conservation activities.

“Thanks to the grant support, our mobile youth club project has got off to a great start and is proving very popular with children between 11 and 18 years of age,” says Steve Baker from The Linx Project, a small local charity managed by local churches to provide activities for disadvantaged young people in the area. “Youngsters can just drop into the ReAct Bus to enjoy a range of diversionary activities and learn more about the risks of drug and alcohol misuse, sexual health and much more.”

Frances Stuart of The Carymoor Environmental Trust says the grant has meant a great deal to the Trust as it seeks to broaden involvement of youngsters in its pioneering habitat creation and land restoration work. “We’re really pleased that up to 50 additional young

people will benefit from this new initiative thanks to the contribution made by Crown Pet Foods.”

All ages

For the Castle Cary Out of School Club, the grant award has helped the group to make the most of their recent move into purpose-built premises, which has created scope for a wider range of activities for 4-14 year olds, both after school and during the school holidays.

The local Age Concern group is using the new grant to support its range of core activities in the area, ranging from a special befriending scheme, information and advice to support for volunteer technicians and Somerset Advocacy.

Somerset Community Foundation:

www.somersetcf.org.uk

Email: info@somersetcf.org.uk

Tel: 01458 833 133



Back Row: Steve Baker (Linx), Justin Sargent (Director, Somerset Community Foundation), Alex Chadwick (People & Organisation Director, Crown Pet Foods), Frances Stewart (Carymoor Environmental Trust), John Cannock (Age Concern, Somerset).

Front Row: William Page, Alice Knight, Jessica Page (Castle Cary Out of School Club), Rachel Abernathy, Daphne Cannock (Age Concern, Somerset).

How to contact us:

Please contact us with your questions or comments on **01963 353 305 / 0800 717 800**

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www.royalcanin.co.uk

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