

# The day a mouse slayed a dragon..

A COUPLE from Alcester have received some fearsome backing in their business venture, by daring to enter the Dragons' Den.

David and Patti Bailey, who have produced a computer mouse in the shape of a classic car as the ultimate executive gadget, managed to get the backing of 'Dragon' James Caan after a tense turn on the BBC show.

Patti said: "It's a whole roller coaster of excitement. We were in the den itself for about two hours and it was the most nerve-wracking thing I have ever done."

The couple were complimented for their calm demeanour as they demonstrated the product, something Patti puts down to an unusual preparation technique.

She added: "When we knew we were going to be doing the show we sat and watched lots

of the episodes, because you see the same questions coming up again and again. Then we set up a little panel in our dining room of great big cuddly toys to pitch to."

The cuddly 'dragons' seem to have done the trick, and David and Patti secured a £120,000 investment from multi-millionaire James Caan, which has had a massive impact on their business.

"Sales have just rocketed," said Patti, "we've probably sold as much in the time since the show came out as we would for the whole of the year. I'm amazed at who watched it. It opens so many doors."

The Motormouse, looks set to take the couple to great heights, with even the more hesitant 'Dragon', Theo Paphitis calling it the best computer mouse he'd ever seen, but David and Patti



● David and Patti celebrate their success with their backer James Caan.

would like to keep their business close to home.

Patti said: "We're hoping to stay based in Alcester, we want the business to stay here. We'd like to have them

available in Alcester. We should go and sell into some of the shops here."

For a closer look at the Motormouse visit [motormouse.net](http://motormouse.net)

# Italian flavour to fill the air

THERE'S a hint of the Mediterranean in the autumn air this week as the streets of Alcester are filled with the sights and smells of an Italian street market.

Italia in Piazza is a traditional Italian food market, and its visit has been organised by Alcester Town Council's business champion David Wade, in association with the Chamber of Commerce.

David said: "It's been to several towns nearby. It was in Pershore when I visited and it was very good. I was amazed. I think it will be a very good day in Alcester."

High Street will be closed for the day on Saturday, October 3 while the

market takes over and foods on sale will include a huge range of cheeses and cured meats as well as a selection of the nougat Cremona Torrone, and cakes, sweets, and biscuits.

There will also be olive oils, balsamic vinegars, olives and freshly baked breads.

Local schools are getting involved with the market, running a competition around what the Romans would have eaten, and local pubs and restaurants are also adapting their menus to fit in with the Mediterranean spirit.

Simon Faro, managing director of Italia in Piazza, added: "Our market is unique because it's wholly owned

by my partners and me. This means that we ensure high quality produce that is sold with professional advice to make sure that you are happy with your purchases.

We can also recommend some cooking recipes for you if you ask.

"Markets add an extra dimension to a town's vibrancy and Alcester businesses should benefit from the visit of Italia In Piazza."

Several Italian car manufacturers including Ferrari and Fiat are also set to have vehicles on display during the day to add to the atmosphere.

The Italian market will be open from 9am-6pm.

# Neighbour scheme call for volunteers

NEIGHBOURHOOD Watch co-ordinators in Alcester are calling on volunteers to get involved with the scheme.

The Alcester branch is holding a meeting to recruit new members at the Alcester Members Club on St Faiths Road at 7.30pm on Tuesday, September 22.

In addition to more members, the organisation is hoping to encourage several residents to volunteer as street co-ordinators.

A spokesman for Neighbourhood Watch, said: "You would receive occasional messages on local crime incidents and preventative measures to pass on to your neighbours. It's a simple task. You decide on how many houses you wish to be involved with, a whole street, or just part of a street."

If anyone is interested in joining the Neighbour Watch scheme, they can either attend the meeting, or contact Dorrie Manders on 01789 762999.

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# A cuppa for charity

FRIDAY saw the World's Biggest Coffee Morning come to Alcester and this event at the Malt Mill Lane Centre managed to raise £533.37 for Macmillan Cancer Research.

More than 200 people turned

up to support the cause taking part in a raffle, tombola and bric-a-brac stall, along with their teas and coffees.

● ABOVE: Ruth Dutton, Mary Spires, Pat Pillinger, Janet Baines and Sylvia Hyde.

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