



● Ellen Kerr and Elaine Owen celebrate with their business awards

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Prowess is rewarded

Enterprising women win top UK titles

By SUE McCANN

TWO enterprising Wirral women have produced a double success for the borough.

Ellen Kerr, co-director of the Women in Business Merseyside Project, and Elaine Owen, managing director of Birkenhead-based company Designated Associates, were honoured at the prestigious Prowess Awards 2008.

Ellen was named Business Support Professional of the Year while Elaine took the title of Business Mentor of the Year in the national awards organised by Prowess, a United Kingdom-wide advocacy network that supports the growth of women's business through the development of woman-friendly business support

and enterprise culture.

This award is the latest in a series of high-profile accolades for Ellen who was Merseyside Woman of the Year in 2003.

In that same ceremony she also took the Business and Commerce Award, and then in 2006 won Best Micro Business in the Learning and Skills Council (LSC) Greater Merseyside's first SkillWorks awards.

After being presented with the Prowess award in Birmingham, Ellen said: "I am absolutely passionate about helping women to grow and strengthen their businesses.

"I love what I do and to be recognised for it at a national level is a tremendous confidence boost."

Ellen also works for Business Link, where she provides one-to-one support and encourages women of all ages and backgrounds to take that first step into enterprise.