

# Fourth Crow become Partners in Enterprise



## Edinburgh Chamber continues to perform

British Chambers of Commerce 2011 survey of its Accredited Chambers confirms that Edinburgh Chamber of Commerce is the largest Accredited Chamber in Scotland and is ranked seventh largest in the UK overall. Edinburgh Chamber also achieved the highest growth in new membership in the UK. Edinburgh Chamber also recorded the highest number of event participants in Scotland with 4019 attendees.

Ron Hewitt, Chief Executive of Edinburgh Chamber said: "The Chamber's success, as always, is the result of a team effort and my thanks go to our staff for their dedication, working above and beyond the call of duty.

"Importantly, they found time to listen to our members and used the opportunity to re-design our membership offer to focus on the vital features and benefits, namely helping our members grow their business, introduce opportunities to save them money and of course represent their interests.

"I am delighted that we have consolidated our position in Scotland and have made progress in respect of the UK. Our size is important. We are recognised in Westminster and Holyrood as an organisation with a distinctive voice that represents a large number of businesses of all sizes and have an important role to play in positively influencing policy and discussions affecting business. The growth in our members attending events underlines our position as providers of the best networking events programme in Scotland."

## Edinburgh Chamber of Commerce are delighted to welcome the latest edition to our "Partners in Enterprise" family – Fourth Crow.

The Fourth Crow are a design company founded in 2003 and provide a full graphic design service to every sector from an independent plumber requiring business cards, to a housing association in need of an annual report that stands out from the rest.

As the design and print partner to the Chamber, it puts them in unique position to offer their services to some outstanding businesses in Edinburgh as well as the rest of the Country.

Graham Birse, of Edinburgh Chamber of Commerce, said: "Fourth Crow have

demonstrated a strong commitment to business and economic development in Edinburgh. Their acknowledged expertise in design for web or print has positioned them as a valuable asset to many organisations seeking to improve their visibility and brand reputation. Not only are they diligent, professional and effective, they're also nice people to get along with! Edinburgh Chamber is pleased to be working alongside Fourth Crow as our Partner in Enterprise for creative design- and wish them more success as they grow and prosper."

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**Company name: The Fourth Crow**

**Who? Iain Bunt, Creative Director**

**Website: [www.fourthcrow.com](http://www.fourthcrow.com)**

(new site coming soon!)



## 1. What were you doing between 10 and 12 this morning?

Working on several things including: updates to a client's website, briefing in graphics required for another site to a freelance designer, whilst planning out what order other jobs were in terms of priority.

## 2. What do you see as your job's biggest challenge?

Juggling multiple jobs whilst ensuring each gets suitable priority and attention to detail whilst remaining on brand.

## 3. What do you consider your biggest business triumph?

It has to be The Fourth Crow becoming a Partner in Enterprise with the Edinburgh Chamber of Commerce. It's an exciting time for us with fantastic opportunities.

## 4. Do you have any money-saving business tips?

Quite simply, that sometimes spending too little in the first instance can be more expensive long-term.

## 5. What do you believe are the 3 key stages on your career ladder?

Asking in a community newspaper office: "Do you have any vacancies for a trainee graphic designer?"

Achieving Senior Designer position in my previous work  
Becoming Director of The Fourth Crow.

## 6. Where do you stand on work/life balance?

I believe that spending time with your children is invaluable and should be relished rather than getting home from 11+ hour days when your child is already in bed, and yet, I find myself doing just that at times.

## 7. What do you like to do on your spare time?

I have a 4 year old son, Alexander, most spare time is spent with him, he loves soft play centres and we have membership to Edinburgh Zoo. As for me personally, I love watching a good movie, home or in the cinema, socialising with friends and playing on my PlayStation— all rare nowadays.

## 8. What qualities do you need to see in your employees?

An eagerness to learn and develop, keeping up with the times, a creative edge and a natural eye for good design. Good taste is always good. I also like a member of the team to be honest and have a good sense of humour.

## 9. In business, is it more important to be liked or successful?

It's good to be liked, for the service you provide as well as your personality, this in turn can build on how successful you are. However in business, it's important to make the right decision, and there's sometimes a consequence of that. My answer would have to be a bit of each!

## 10. What is the one piece of advice you would give to others trying to reach the top?

Don't rest on your laurels, ask yourself: What can I develop/improve about myself/this piece of work? Should I adapt to suit the marketplace better? Am I focussing on the correct skill-set? Also, consider working WITH your clients and not necessarily FOR them.

## 11. Who is your hero?

In many respects, my son. But also, anyone who goes to great lengths to help and support those who can't help or support themselves.

## 12. Any business (or other) projects you would like to plug?

A good friend is a manager at Midlothian Women's Aid, they are always looking for help and support and are currently looking for furnishings for a women's refuge, if anyone can help, please give them a call on 0131 663 9827.

## 13. Other than your current position, what would be your dream job?

Test building lego from instructions provided... I could do that for hours on end! Maybe I could do that but would probably like my office to be at Legoland Florida. Salary needs to be good as well!

## 14. Who (living or dead) would you invite to a fantasy dinner party?

I'd need to bring a few individuals together here, Leslie Neilson, Harry Enfield, Aretha Franklin and James Brown, no shortage of entertainment there!

## 15. Outside of business, what is the most important thing in your life?

This brings us right back to Alexander. It's amazing to watch him grow and develop. His birthday is Christmas Day, so that's a very exciting time in our house, this year especially as he turns 5. He started school recently and watching him develop reading and writing skills so quickly is fascinating.