

I wanted to help others install wind turbines by sharing our experiences

The Women in Business Awards 2010 celebrate the contribution made by female entrepreneurs to the Gloucestershire economy. Christine Griffiths, founder of Aeolus Power Ltd, is entered in the Mentor of the Year category, sponsored by Business Link

EYE-WATERING electricity bills prompted Christine Griffiths to look into generating her own energy, which led to co-founding, with husband Peter, Aeolus Power, which this year will have a turnover of £1.5 million.

“We moved to our farmhouse here in Pilning, South Gloucestershire, in 2004,” explained Christine. “We were

getting electricity bills of more than £2,000 but, because the building

is Grade II listed, we weren’t even allowed to have double glazing.

“I looked into having solar panels, but that wasn’t allowed either, so I researched wind turbines. It proved so difficult to find straightforward advice on the subject that I thought I’d start a company myself and do it better because I wanted to help

others to install a wind turbine by sharing our experience.”

Christine and Peter have run Avon Cobblestone for 20 years, so the prospect of starting another wasn’t daunting. What proved to be the real challenge was spreading the word about wind power. In consequence, Aeolus is as much a mentoring and advice provider on this renewable

source of energy, as it is a supplier and installer of wind turbine systems capable

of generating from 2.5kw to 50kw to domestic and commercial customers across the UK and Ireland.

“We get 20 phone calls and emails a day, but only a tiny percentage turn into business. Typically we give guidance on suitable sites for a turbine, necessary wind speeds, pay-back periods, help with sourcing grants and support with grid



■ **CHRISTINE GRIFFITHS:**
Co-founder of Aeolus Power

connection. Sometimes the site the customer has in mind isn’t right, but more often the problem is getting planning permission for a turbine.”

Aeolus runs seminars, attends exhibitions and trade shows, arranges talks, gives demonstrations – uses just about every medium to put the case for renewable energy, which Christine is convinced is essential if our future need for power is to be achieved sustainably.

For more, see www.aeoluspower.co.uk.

● There are six categories in the Women in Business Awards. Entries must be received by March 1 and it culminates in a Women in Business lunch at the Daffodil restaurant, Cheltenham, on March 23.

For details, visit www.southwestbusiness.co.uk/gloucestershire.



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