



**HAWKINS HATTON  
SING FOR YOUR SUPPER DINNER  
WESTON PARK  
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# GETTING TO KNOW YOU

This is a feature where we ask clients of HH a range of obscure questions in order to get a better appreciation of their life and interests.

This edition features **Lloyd Ansermoz, Company Director and Owner of Midlands Grounds Maintenance Ltd**

1. **Where were you born?** *Birmingham*
2. **Can you summarise your education in a few words.** *I had a comprehensive school education and left school with no qualifications at 15*
3. **Can you summarise your business career in a few words.** *I have been involved in running and building businesses for the past 21 years. I started my first business in 2000 and sold it in 2007 after growing it to multi-million-pound levels. I started Fidelis in 2011 and sold in 2021 after growing to multi-million-pound levels.*
4. **Where would you like to be in 5 years?** *With my wonderful family enjoying my life and reaping the rewards of the fantastic time I have had in my career.*
5. **What do you enjoy most about being in business?** *The freedom and choice to lead and learn and to show others the same for their path of success.*
6. **What one piece of advice would you give to aspiring entrepreneurs?** *Invest in your own self development and know that your destiny is in your own hands. Know what you want, why you want it and plan how you are going to get there with clear goals and outcomes that effect the rest of your life.*
7. **Who has influenced you the most in your life whether business or not?** *My Wife, Naomi.*
8. **If you could be an animal, what would it be and why?** *A Panther because they are super slick, intelligent, wise and very considered.*
9. **If you could travel in time, where would you go first?** *To Heaven to meet my maker and ask for my life to go on forever.*
10. **What is your favourite food?** *Quality Steak, Vegetables and a nice red wine.*
11. **If you had one wish what would it be?** *That my family lead a happy, stable and fulfilled life in the knowledge that anything is possible.*
12. **What are you currently listening to?** *Anthony Robbins – Unshakable – Again!*
13. **What is the highlight of your career to date?** *Selling my business to my plan and exact timeline*



*and remaining true to my word to those closest to me and to my team.*

14. **What makes your approach to business unique/different/special?** *People, People and People. Being honest and open to serve and lead others with exacting standards creates a team culture of winners and leaders who are loyal and honest to themselves and to each other. Without a quality team you have nothing.*
15. **What is your biggest regret and why?** *None – regrets are the past. You can't change the past, you can only change the future.*
16. **What motivates you to work hard?** *To give my Family all that I can and to see others around me be successful and fulfilled in whatever it is they choose to be or do.*
17. **Who would you want to play you in a movie about your life?** *Tom Hardy.*
18. **Who was your biggest influence when pursuing your career?** *Chris Barrow – Mentor and Coach extraordinaire and then Laurence Udell – my now Obi-wan Kenobi!*
19. **If you could change one thing about yourself what would it be?** *Nothing – I am completely happy within myself and who I really am as me.*

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## BACK TO THE FUTURE

Not the famous film with the DeLorean, and that synonymous cinematic scene throwing Marty McFly back in time through the use of the mystical flux capacitor.

I mention this because sometimes it seems like we are back in the 1970s, notwithstanding we are in 2021. Growing up in the 70s, I can recall the soaring energy prices, power cuts, bin strikes, food shortages and rising inflation that were associated with the 1970's. That is why there are so many comparisons between the challenges faced in 2021 and those in the 1970's.

There are myriad reasons we can attribute to why all these things are happening, whether this be as a result of Brexit, Covid-19 lockdown, structural changes in the UK economy, the global supply chain crisis and so forth.

You may recall earlier this year I said "is that big beast back, stalking the long grass of the UK economy ready to pounce on the unwitting consumer". I think we can all agree that the real threat to the UK's economic recovery is inflation, notwithstanding the recent backroom chatter about stagflation when the Furlough Scheme was wound up.

I am not a doom-monger but I do see the real-world effects that are faced by corporate clients in the current economic climate. Developer clients are struggling not just with manpower, but soaring prices in raw materials and are insisting that buyers of commercial property exchange sooner rather than later to try and tie in the price

increases otherwise they have to be passed on. Higher wages are not resolving the shortage of skilled workers, but this is a political decision as a result of Brexit which is compounded by some of the other factors already mentioned.



Colin Rodrigues of Hawkins Hatton

However, that does not explain why the cost of living in the last quarter of this year has fallen 3.1% when the smart money was on an inflation increase albeit the underlying trend is still one of increasing inflation for the remainder of 2021.

I am not a soothsayer or skilled in the dark arts of economic predictions.

However, I hope that the current inflationary pressures we are seeing in the UK economy are brought under control quickly to avoid the UK's chances of finding economic growth being smothered in a post-Brexit world.

What is also an irony is that the UK has just signed

up to a new trade deal with New Zealand when in fact it was back in the 1970's and the UK joining the EEC which resulted in economic links the UK had with New Zealand being severed.

So it is like going back to the future, in so many ways.

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