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>> **Dale Vince** founder of **Ecotricity**

Back in 1995 on a hill near Stroud, former hippy traveller Dale Vince used a single wind turbine to power an old army truck he called home.

Dale has come far from such modest beginnings. He has been awarded an OBE for his Services to the Environment having created one of Britain's most successful small electricity companies and one of the country's largest onshore wind developers.

Ecotricity sells renewable energy from its wind farms direct to consumers and spends about £465 from each of its customers' annual electricity bills building new wind farms.

In 2009, with 160 staff and a turnover of £38 million, the company had 40,000 residential customers and is signing up an extra 1,000 homes a month.

wind **the** windmaster

ecotricity

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“Gloucestershire is a fab place a great blend of countryside and city”

Dale Vince // Founder and Managing Director of Ecotricity

Describe yourself in three words:

Short of time.

As a worldwide business, what made you choose Gloucestershire as another base?

It's where I was living when I started: it's not another base – it is our base.

How do you rate the Gloucestershire workforce?

Excellent and adaptable.

Are you a niche industry and do you find local skilled staff hard to find?

We have no trouble finding good people. And we're not actually a niche industry, we have a whole range of customer service, planning, technical, sales, marketing and administration people.

What do your employees to the area find to do here after hours?

90% or more of our people are from Gloucestershire.

We don't bring many people here. Those that we do bring want to come here for the 'lifestyle upgrade' and have no problems finding things to do. Gloucestershire is a fabulous place to just 'be'.

How well equipped is the county for families?

In my experience, it's great.

For you personally, what's unique about living and working in Gloucestershire?

It's not about what's unique. Gloucestershire is an excellent place to live and work – a great blend of countryside and city. You can take your choice and find what you want that day. It's a beautiful part of the country to be in.

What's the best advice you've ever been given?

None.

Where would we find you on a lazy day off?

Walking, having a BBQ, reading, shopping.