



## **PRESS RELEASE**

### **PROFILE OF SHEROD WALKER**

***20 August 2009***

Although only 24 years of age, Sherod Walker is already known locally as a successful entrepreneur with a fascination for business.

Described by a city analyst as "...very young, but mature beyond his years, and appears highly intelligent and practical in his approach", Sherod grew up in Tynedale and is a sixth generation Freeman of the City of Newcastle.

After working as a trainee gamekeeper on the Chipchase Estate in Northumberland and a kennelman for the Tynedale Hunt, the former Haydon Bridge High School pupil set up his first business in dry-stone walling, fencing and forestry work when he was just 17.

Keen to work outdoors, Sherod completed courses in forestry and plant machinery and grew his business, setting up Waterfalls UK Ltd to provide ground works, forestry and plant hire services throughout the North East.

Since June 2007 Sherod has concentrated on his recycling and waste management business, undertaking a consultancy contract with McGee Group Ltd, one of the world's largest demolition and civil engineering contractors, where he looked at the company's existing waste management and recycling strategy. He implemented site waste management plans for them and advised the board on the implications of new regulations, as well as working on the development of potential revolutionary recycling methods.

Sherod has also been working with one of the top universities in London, researching and developing technologies for use in the recycling industry. He has a particular interest in developing materials derived from a waste product which have an economic value.

He is a founder member of the European-funded Reaction ID8 panel, a group of young entrepreneurs who grant funds to enterprising youngsters. In May 2008 Sherod was one of a group of young entrepreneurs from Tynedale to visit the European Parliament in Brussels, where MEP Fiona Hall praised their business successes. The visit, which was organised by Reaction, a Hexham-based organisation promoting enterprise, aimed to raise awareness about young people in business and highlight the fact that many of them in Tynedale run their own successful businesses. The group wanted to emphasise the importance of European funding to Tynedale.

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“It’s very hard for young people to know where to turn if they have a business idea, so I joined the ID8 panel to help them, as I know how hard it can be to first set up. Enterprising young people need money but they also need other help and we can point them in the direction of people willing and able to offer that help.”

In the summer of 2006 Sherod acquired Waterfalls Farm with adjoining land and, in January 2008, he began to develop plans for a luxury eco holiday resort to be known as Waterfalls Country Estate, bringing together a team of professionals and directing the project alongside his other ventures.

“The scheme has come a long way in the past 18 months,” he said. “We’ve consulted relevant agencies and organisations and have not only developed plans, but also a concept, which I believe is truly amazing.”

Sherod won the title of Young Businessman of the Year in the Hexham Courant’s Pride in Tynedale Awards in 2005 and was commended the following year.

He is passionate about the countryside and enjoys fishing and riding. He is dog show secretary for Slaley Show in Northumberland and has recently become involved with ‘MediCinema’, a charity that has formed a unique partnership with the health sector and the film industry, installing state-of-the-art cinemas on site in hospitals around the UK. Sherod is also enthusiastic about dance music and has recently DJ’d at a club in Middlesbrough. He has received more bookings from promoters and now intends to further his skills and produce tracks as well.

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