

## **Appendix B                      Proposed LEGI projects**

### **Our delivery models:**

#### **1.        Development Trusts/Community Interest Companies**

Our ambition is to create a minimum of 3 development trusts/community interest companies covering the Beeston, Harehills & EASEL Areas during the first three years of the LEGI programme. The trusts will operate as independent not for profit distribution companies with a clear remit to act as catalysts for enterprise. They will be established as a partnership vehicle between LCC, other stakeholders and the local community. The initial focus of the trusts work will be to develop business accommodation in the heart of their communities. To date two possible locations have been identified to take forward with LEGI assistance – Hillside Primary School and Harehills Middle School. A third (yet to be identified) will be based in the EASEL Area.

#### **2.        Catalyst Centres**

Catalyst Centres are locally based enterprise generators which combine the best from managed workspaces and business clubs to create a special enterprise environment. The concept is based on a proven model currently operational in London, Bristol and Soweto (South Africa). A Catalyst Centre consists of:

- Physical space of between 3,000 to 5,000 sq ft capable of housing 20 to 30 people in a hot desk environment
- A membership network consisting of pre-starts, new start businesses and existing businesses
- Access to mainstream services (the network provides the demand for services, the catalyst provides affordable access to service providers)
- A mobile phone tariff-like system of charging for space (charges range from £10 to £300 per month for access dependent on client needs). This allows the centre to cater for a larger number of clients than traditional managed workspaces and generate higher levels of income. In London the model is generating £100+ per sq ft on space (compared to £40 to £50 per sq ft on traditional floorspace)

In the first three years we intend to develop five Catalyst Centres based in Beeston, Chapeltown, EASEL, Harehills and West Leeds. The centres will be established as either trading operations of development trusts/community interest companies or freestanding not-for-profit distribution entities. They represent a sustainable model to generate enterprise in deprived communities, we plan for each catalyst to be self sustaining after three years.

### **Our innovative LEGI products:**

#### **1.        Enterprise Ambassadors**

Eight Enterprise Ambassadors will be appointed to work in four clusters of schools covering our LEGI communities. The Ambassador's role will be to act as enterprise champion in their cluster of schools (high schools and primary feeders). They will drive enterprise across the curriculum by developing enterprise skills in schools. The

Ambassadors will be based in high schools but will be closely linked to the Catalyst Centres. Each Ambassador and lead high school will have a flexible budget to purchase enterprise products from Education Leeds and other enterprise providers.

## **2. Enterprise Support**

Our LEGI programme will partner with Business Link to add value to existing/planned enterprise support services. In particular we will provide resources to extend the 'Enterprise Rehearsal' programme (which allows the unemployed to test a business idea while remaining on benefit) and the 'Diversity in Enterprise' programme (which provides a higher intensity of support than mainstream services can afford to provide). We are also planning to work with a Millennium Commission project (Unltd) to provide support to 75 social entrepreneurs based in our deprived communities. An innovative approach to working with Housing Association tenants will also be piloted through our LEGI programme as a way of increasing awareness of enterprise as an option as well as providing pre-start up support to people living in social housing.

## **3. Access to Finance**

Our LEGI programme will partner with Business Link and the Leeds City Credit Union to provide business advice to those seeking to raise finance, ongoing support in credit management and access to a suite of Credit Union financial products which are designed to widen access to financial services. For example through the Credit Union we can provide a basic bank account, savings account and a specific LEGI business loan product aimed at those who can't access traditional bank finance. Our LEGI programme will also aim to drive up demand for existing business finance products both in the private and public sectors.

## **4. Sector Support**

Our LEGI programme will provide specific assistance to businesses based in sectors which have significant growth potential and are attractive to residents of deprived communities. Projects have been developed to provide assistance for construction businesses, creative industries and arts/crafts.

## **5. Business Brokers**

The LEGI programme will provide resources to employ five business brokers based in our Catalyst Centres. The brokers will encourage the private sector to provide in kind support and cash resources to assist the regeneration of our target communities. Projects supported will cross all three LEGI outcomes and involve all the LEGI projects.

## **6. Area Promotion/Investor Development**

Our LEGI programme will work with private sector property agents, developers and the Renaissance Leeds partnership to create a sense of place and product for our deprived communities. Resources will also be provided to work with existing companies based in these communities to encourage/sustain investment.