



Leeds
CITY COUNCIL

Originator: Simon Brereton

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Report of: LEGI Programme Manager

Report to: West (Inner) Area Committee

Date: 8th September 2010

Subject: West Leeds Enterprise Centre

Electoral Wards Affected:

Armley
Bramley and Stanningley

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council
Function

Delegated Executive
Function available
for Call In

Delegated Executive
Function not available for
Call in Details set out in the
report

Executive Summary

Cllr Hanley has requested a report on the costs and achievements of West Leeds Enterprise Centre which is funded by Sharing the Success, the Leeds LEGI programme.

The centre has received LEGI funding of £229,203 over the period April 2008 to March 2010, and will receive an additional £80,000 in the current financial year - an overall total of £309,103 over 3 years. The total costs of the project over that period will be £325,203, leaving a fundraising target of £16,000.

The centre has 114 registered clients, a mixture of pre-start businesses, new businesses and existing businesses. Over the past two years, 19 clients have started in business following support received at WLEC.

This report provides a detailed breakdown of funding and spending for the project, a list of clients registered at the centre, including those who have started up a business following support, and five case studies on WLEC clients.

1.0 Purpose Of This Report

- 1.1 To inform Inner West Area Committee on the costs and achievements of the West Leeds Enterprise Centre project, run by Barca for the Sharing the Success programme.

2.0 Background Information

2.1 Sharing the Success

The Leeds LEGI Programme has been provided with £19.6m of funding from the Department of Communities and Local Government (CLG) for the period April 2007 - March 2011, net of the recently announced £912k reduction in the current year revenue budget. This is as part of the Council's Area Based Grant Allocation, and comprises £13.1m revenue and £6.5m capital. The programme is run through 30 projects delivered by 24 partners across the City.

2.2 West Leeds Enterprise Centre

The WLEC project was approved as part of the Phase 2 commissioning for the Sharing the Success programme and commenced in April 2008. The project uses a base in the Cubic Business Centre, close to the Fairfields estate in Bramley. The purpose of the centre is to provide a local business base and a drop-in centre for local clients to access the various business support facilities.

- 2.3 An independent evaluation of the Sharing the Success programme is currently being undertaken by Hall Aitken Ltd. This study will produce a final report in November 2010 and will consider the relative success of the various centres and projects funded by Sharing the Success.

3.0 Main Issues

3.1 Costs and Funding

The table below sets out the costs and funding for WLEC. The "other funding" target is for Barca to find from other sources as they seek to continue the project beyond the availability of LEGI funds.

	2008/09	2009/10	2010/11	Total
Expenditure				
Setup costs	6,875			6,875
Office rent and costs	19,204	20,603	17,566	57,373
Staff costs	70,416	70,172	63,984	204,572
Marketing	4,120	3,250	250	7,620
Events	1,400	1,269	100	2,769
Travel	280	180	-	460
Training	1,500	3,493	2,100	7,093
Management costs	13,165	13,276	12,000	38,441
Total costs	116,960	112,243	96,000	325,203
Income				
LEGI	116,960	112,243	80,000	309,203
Other funding	-	-	16,000	16,000

The level of funding is comparable to that provided for the Biz Centre in Chapeltown, which has cost approximately £140k per annum over the same period for a centre with three members of staff rather than the two at WLEC.

3.2 Outcomes

The attached client list shows that 114 potential and existing businesses have registered with the centre. 12 of these were already trading at registration. Of the remaining 102, 19 went on to start their business. These are shown in bold in Appendix 1, and case studies of 5 are given in Appendix 2.

As a comparison, the Biz Centre in Chapeltown has engaged over 600 clients, with 260 becoming business support clients and 90 going on to start trading - a conversion rate of 35%. While the Chapeltown centre has the advantage of being on a busy high street and has therefore had a higher number of clients, the conversion rate at WLEC has been only 17%.

4.0 Implications for Council Policy and Governance

4.1 Sharing the Success contributes to Narrowing the Gap and the overall aims of the Vision for Leeds.

5.0 Legal and Resource Implications

5.1 This report is in response to a request for information and has no legal or resource implications.

6.0 Equality Considerations

6.1 Sharing the Success is targeted on the most deprived neighbourhoods in Leeds and both the Programme and the West Leeds Enterprise Centre project monitor attendance at workshops and public events using the standard LCC equalities monitoring forms. WLEC has a diverse client group.

7.0 Conclusions

7.1 WLEC has cost in excess of £300k of public funding. It has supported 114 local residents to consider enterprise and self-employment, with 19 businesses starting as a consequence. Both the level of interest, in terms of clients, and the conversion rate of clients into business starts has been lower than comparable centres elsewhere in the Programme. A more detailed analysis will be presented as part of the Sharing the Success final evaluation.

8.0 Recommendations

8.1 That the Inner West Area Committee note the information in this report.

Background papers

None

Appendix 1: WLEC Clients

Name	Post Code	Business Category
Amritpal Singh Chhina	LS13 2BL	Accountancy
Andrea Smit	LS13 4TF	Hairdressing Salon
Andrew Clements	LS13 2UF	Maintenance, waste clearance, gardening
Andrew Gilliver	LS13 3PB	Photography Music
Andrew Lord	LS13 2BX	Photography
Andrew Reynolds	LS12 5NE	Mechanic
Andrew Senior	LS13 2TY	Undecided
Annie Fallaize	LS13 4PW	Counselling
Antony Tembo	LS12 2BS	IT skills
Beverley Bell	LS12 2JD	Selling Clothes
Biodun Tella	LS9 0LQ	Media
Caroline Phansi	LS12 2JB	Dance School
Chris Arundel	LS13 3NS	Disco/entertainment
Chris Goodwill	LS13 3LE	Fight Wear
Chris Tetlow	LS13 3EB	Carpet Fitter
Claire McLaughlin	LS6 7AB	Webdesign
Claire Twiddy	LS12 1HP	Child minding
Craig Wright	LS13 4NW	Electrical Installation
Damon Cooper	LS13 2EZ	Creative media
Danial Dove	LS13 2PF	Joinery/building
Daniel Train	LS13 3BY	Clothing Construction
Daryl Thornton	LS28 9AN	Window cleaning
David Bennett	LS13 3LB	Bakery
David Kenyon	LS28 5JP	Personal training
David Maybank	LS12 4SJ	Sales Agent
Debbie Dean	LS13 2AN	Hand crafted goods
Deborah Bradley	LS13 2DB	Cleaning Services
Devon Riley	LS12 4LA	Confectionery
Donna Fletcher	LS13 3EA	Jewellery Making
Donna Schofield	LS13 4DT	Party plan
Ed Brown	LS4 2PB	Engaging Communities
Elizabeth Guest	LS13 1DD	IT
Emma Smith	LS12 2JG	Hair Salon
Fran Graham	LS13 3PS	Freelance marketing
G S Atwal	LS12 4BD	Shop
Gary Stainsby	LS13 3DQ	Roofer
Gary Winterburn	LS13 3HW	Plumbing/Tiling
Gaynor Henaghan	LS12 4DA	Artist & Greeting Card
Gemma Stow	LS12 4RU	Alternative education
Geoffrey Martin	LS13 4SG	Tattoo Removal
Graeme Beck	LS13 2SB	Garden/Odd Jobs
Hilda Mutamiri	LS13 2QG	Tutoring Fashion agent
Ian Cree	LS13 4LG	Double glazing
Ivan Cowling	LS13 4QU	Mobile Computer Rep
Jade Nasey	LS10 4PA	Party Planning
James Earnshaw	LS13 4PW	Plumbing
James Johnson	LS12 3TW	Risk assessment

Name	Post Code	Business Category
James Kerr	LS12 1TN	PC repairs
Janette Lowe	LS12 4RT	Cleaning
Jason Stead	LS10 1DH	Builder
Javid Ahmed	LS13 4DB	Coffee house
Jayne Lee	LS13 2QU	Cleaning
Joe Herzberg	LS13 2DB	Selling soups and stews
John Hines	LS13 3DP	Gas engineering
John Lucas	LS28 7NB	Childcare
John Nutter	LS11 7JQ	Hypnotherapy
Jonathan Russell	LS25 6DR	Fruit delivery
Julie Hutchinson	LS13 1AL	Play café
Kamil Poslowski	LS12 3RA	Garage
Kay Holdsworth	LS13 2QR	Coaching/Training
Kelly Newton	LS12 1XW	Hypnotherapy
Lee Arnold	LS12 1LB	Engraving
Leon Gonzales	LS6 1NS	Joinery
Lloyd Freeman	LS13 4BG	Snooker exhibition
Lorna Adero Alele	LS12 4XE	Project management
Lynsey Anne Barwick	LS4 2RB	Dressmaker
Mareks Kalnins	LS12 2RU	Markets and Fairs
Marie Millward	LS13 3DF	Regeneration consultant
Marie Therese Johnson	LS12 2LG	Import/Export
Mark Hall	LS12 3NL	Building
Mark Yates	LS13 2RZ	Property Maintenance
Martin Blackburn	LS12 5EG	General Handyman
Mawgain Tugwell	LS12 2JD	Selling Clothes
Michael Stephens	LS28 5BY	Property and garden maintenance
Navead Bhatti	LS12 2DD	Mortgage Broker
Neil Midgeley	LS12 4BU	Publican
Nic Tortice	LS12 1ST	IT consultant
Nicky Best	LS13 4DZ	Greeting Cards
Nilesh Mistry	LS12 3UZ	Mortgage advisor
Paul Clarke	LS11 8SY	Community Garage
Paul Dutton	LS13 3EA	Personal training
Paul Glover	LS13 2TY	Removals
Paul Horsfall	LS10 3RP	Gas engineering
Peter Stott	LS13 3DS	Cars - Restoration
Phillip Sullivan	LS12 2BN	Smoothie Bar
Robert Hagger	Broad Lane	Blinds
Robert Myers	LS13 1JS	Plumbing
Robert Pemberton	LS14 6UT	Signwriting
Rose Ashton	LS9 7PQ	Community Dev
Samantha Martin	LS13 4SG	Book keeping
Samina Khadam	LS12 3SG	Textile design/interior design
Sarah Berry	LS12 3EB	Massage/Reiki
Sarah Kenyon	LS28 5JP	Website design
Sarah Molineaux	LS12 2JD	Integrated youth development prog
Sarah Myers	LS13 3DZ	House Clearance
Shane O'Brien	LS13 3DJ	Gardening

Name	Post Code	Business Category
Sharon Hawkhead	LS13 2LS	Publican
Shaun Chatterton	LS13 3PS	Webdesign
Simon Buckden	LS13 2TX	Support for Ex Service Personnel
Simon Dockray	LS12 3TY	Home Computer Care
Simon Rawson	LS13 2BW	Tiling
Stephanie Nelson	LS12 5PT	Nail Technician Hypnotherapy, ebay, children's entertainer
Stephen Barker	LS12 3NH	Online marketing
Stephen McLean	LS11 6AG	Community Radio
Stephen Smith	LS13 4LR	Security locks
Steve Lacey	LS28 8JX	Joiner
Stuart Barnes	LS13 3JE	Cleaning industry
Stuart Scully	LS2 9AZ	Printing
Sumbo Bode Ayeni	LS9 6DQ	Recruitment
Tim Arnott	LS12 4AA	Painting and decorating
Tim Mitchell	LS10 4TJ	Business advertising
Tim Mutamiri	LS13 2QG	Painting and Decorating
Trevor Watson	LS12 1XP	Gardening
Vincent Grieg	LS13 3RN	

Appendix 2: WLEC Client Case Studies

David gets the kickstart he needs

With more than 11 years' experience in martial arts and a degree in sports, health, exercise and nutrition from the University of Leeds, David Keynon knew that exercise and well being was his passion and he wanted to turn it into a career.

But the 22-year old from Leeds didn't wait to graduate to make his dream a reality. In his third year, David launched Elemental Fitness, a company teaching freestyle kickboxing in group classes and one-to-one at a private gym in Bramley, Leeds.



He attended a series of Business Link sessions while studying for his degree and was directed to the [West Leeds Enterprise Centre](#) (based within the Cubic Centre) where he received support and advice.

He was encouraged to launch his business and use the centre as a business address for equipment deliveries in the early stages.

Through the centre he was introduced to a business adviser who has offered support on issues such as finance and property lettings.

Following his graduation last July, David, a second dan black belt in freestyle kickboxing and a fully-qualified martial arts instructor, now has many clients and works with the schools sports co-ordinator of Abbey Grange C of E High School, where he instructs weekly classes for people of all ages and levels.

David said: "Experience taught me that I wouldn't be happy in a nine to five job. Through support I've received from Phil Williams at Leeds Trinity, Sharing the Success and Steve Kelly of Gough and Kelly I've been able to successfully start my own company straight out of university.

"I'm still using my business mentor for advice on how to secure funding and premises for a gym."

Web : www.elemental-fitness.com
Contact : David Kenyon 07944 986986

Kids in Leeds get new 'skillz'

Gemma worked as a probation officer in North Yorkshire for seven years but when her daughter was born she decided not to go back to her old position but to use her expertise to help young people instead.

In April 2009, she launched an alternative education centre called 'Skillz Education' which offers accredited training opportunities to develop its student's skills for life. Qualifications available are accredited by the National Open College Network Step Up programme and range from construction, fashion and horticulture to personal social and health education.

Gemma and her mother, who is a headteacher and also a director of the company, had the idea for the business back in 2006 and attended a Business Link work shop called 'Inspiring Business Women' to find out more about how to start-up a business.

Business Link then put her with touch with the West Leeds Enterprise Centre, funded by Sharing the Success, where Gemma got free business advice, training and use of its business facilities including phone and email to help call schools and make key contacts to launch the programme.

Skillz Education's first cohort of students have just completed their courses and achieved qualifications in 'Drug and Alcohol Awareness' and 'Introduction to Clothing Design'. Comments Gemma: "As a probation officer many of the people I came into contact with had left school without qualifications and turned to crime as they couldn't find employment that gave them enough money to support themselves or their families. "We offer hands-on vocational courses and innovative teaching techniques, which the young people seem to find more beneficial and students get recognised qualifications by coming in."

The programme runs from a converted warehouse in Wortley, transformed into two fully functioning classrooms with a working construction booth and chill out area with kitchen. The company now has two full-time employees, Lucy Tomlin and John Guthrie, and two part-time teachers working with students across four schools in the West Leeds area and beyond.

The schools pay a fee for each student attending the course and in turn they receive performance points which are measured by the government for keeping these 'at risk' students in education. Gemma added: "It's been a real advantage having a business mentor on hand at the West Leeds Enterprise Centre for advice and support throughout the process. I really enjoy running my own company and doing something that I find rewarding. I'd urge anyone out there who has a passion or an idea to turn it into a business and do something they are passionate about everyday."



Web : www.skillzeducation.co.uk
Contact : Gemma Stow 0113 263 59 88

Business is just peachy for Jonathan

What was originally a nice way of promoting health and well-being amongst his office colleagues is now a fruitful business venture for self-made boss, Jonathan Russell from Bramley.

The 23 year old, who graduated from Leeds Met in 2008 and took up a job in sales and marketing in Leeds, frequently brought fruit into the office for his workmates from one of Leeds' city centre supermarkets. Jonathan was impressed when he saw the positive effects of having fresh fruit in the office. However, he was disappointed by how little his colleagues got for their money. And that's how his business idea grew. He would deliver fresh fruit to the offices of Leeds.

Last December, Jonathan took his idea and met with the Prince's Trust to apply for financial help. In April of this year he was awarded a start-up loan and grant by the Trust and was then referred to Lee Wood, one of the business advisers at Sharing the Success. Lee advised him on how to go about getting his business idea off the ground and introduced him to the West Leeds Enterprise Centre.



In April of this year, Jonathan launched 'The Fruit Box' which delivers boxes of handpicked fresh fruit straight to offices across Leeds. In six months, he has secured repeat business with major companies including PricewaterhouseCoopers, GHD and Sky, delivering 350kg of fresh fruit across the city every week.

Only the highest quality fruit is chosen, handpicked from The Yorkshire Produce Centre and presented in a special wooden fruit box and delivered personally by Jonathan five days a week. Jonathan said: "I always wanted to run my own business but when I finished university, I thought I should get some experience first. However, having studied business and marketing I had a good background, and once I'd spoken with the mentors at the Sharing the Success programme – it gave me the confidence to take the plunge and launch the company.

"Having access to the enterprise centre was fantastic, especially in the early stages. I could use the phones and computers and I attended several networking events and met with people like myself who had also recently launched their own start-up. It was great to get some reassurance by hearing first-hand the success they were having. The service has been really popular and my clients get really excited when they know I'm coming into their office and most start tucking into the fruit before I've even had a chance to leave."

Jonathan is now looking for his own premises and to hire at least three staff over the next six months. He also hopes to launch an organic option, as well as expand the service into other towns and cities across West Yorkshire.

Web : www.thefruit-box.co.uk
Contact : Jonathon Russell 0113 255 52 90

Paul Dutton

Personal Training

Paul had been unemployed for sometime before he came to WLEC in Jun 09. He had attended courses provided by JCP and was a qualified personal trainer. Following his initial discussion with us Paul was referred to a business adviser and enrolled onto ER. Paul also obtained an enterprise loan to help with business start up costs. Since he has started trading, his client base has steadily increased. Paul works with clients who are wanting to lose weight and use exercise as a way of achieving their target, but dont feel confident enough to go to a gym, preferring to do this at home. When Paul first came to WLEC he had an idea of what he wanted to do but lacked the confidence to make it happen, by accessing the support that was available through the STS porgramme his dream has become a reality.

Samantha Martin

Done by the books – Bookkeeping

Samantha was made redundant and decided to use this as an opportunity to set up her own business providing Accounting/Book keeping, Payroll, Vat & Self Assessments and Sage services and training.

A friend of Samantha's husband suggested she visit the West Leeds Enterprise Centre to determine what support was available to help her, his wife was already registered with the Centre.

As Samantha was receiving Job Seekers Allowance and was eligible for the Enterprise Rehearsal Scheme she was referred to the Business Advisor Lee Wood, following her registration with West Leeds Enterprise Centre in June 2009.

Following attendance at the Enterprise Rehearsal workshops she was ready to start trading in August 2009, as Samantha is a mother to two young children she is home based although she works with clients within a 30 mile radius.

Samantha has attended a number of the Business Skills Development Workshops arranged by West Leeds Enterprise Centre, which have included - Networking, Motivation, An Essential Guide to Marketing your Business and Cold Calling and Prospecting – how to do it well.

Samantha said” I have attended many workshops which the Centre has put on which for me has been invaluable, starting a business is a daunting experience, but knowing that you have people there to help does give a sense of security”

I can honestly say that joining the scheme has been the best thing I have ever done.

Her current turnover is £2500.00 and her vision for the future is to employ 3-4 members of staff offering a flexible working environment for parents with children.

Her advice to others thinking of starting their own business “make sure you go meet the people involved, as a friendly face and a wealth of knowledge and experience can make a difference to someone starting out alone”