

## GRADUATE HELPS CASH ROLL IN!

**Huddersfield Engineers Tyke Rollers, makers of industrial rubber rollers, have cut waste and increased performance thanks to Business Link's Graduate Placement Scheme and Mentoring Programme.**

Managing director, Carl Slingsby says: "My Business Link adviser organised the recruitment of an internal manager under the graduate placement scheme. The graduate came with a strong technical background and quickly got to grips with our quality control systems. As a direct result the number of internal rejects through production was reduced from 32 to just 11 rollers out of a typical throughput of 1,200 per month.



Carl Slingsby, MD, rolling out the future today.

"Business Link's support has led to an overall improvement in performance. Good quality systems have given us a solid platform for development. Thanks to Business Link our customers have renewed confidence in the company and view us as a premium supplier."

## TOP BOSSES LEARN TO SUCCEED

The new £1.6m Business Link Leadership and Management programme for business owners and directors, funded by the Learning & Skills Council is gathering pace. Sue Griffiths of Wakefield College, a Centre for Vocational Excellence in the Skills of Enterprise. Entrepreneurship and Innovation says: "The programme has proved very popular. It gives managing directors the confidence and belief that training and development can be flexible and truly meet their needs.

"For example, one client now has one-to-one coaching on sales and marketing skills which he has never had access to before. Another client has been overwhelmed by the impact of the training that has been specifically designed for her needs. Two companies we are working with are looking at issues around succession planning. The flexibility of the programme has means we are able to work together and access training that would otherwise have been unavailable." For more information about the programme contact [chris.james@bwly.co.uk](mailto:chris.james@bwly.co.uk) or see: [www.bwly.co.uk/lm](http://www.bwly.co.uk/lm)



Gill Lyles, export manager, sits comfortably on export sales

### TREBLING PROFITS IN THE GLOBAL MATRESS MARKET

Park House Health Care, a Batley company specialising in equipment to stop hospital patients' pressure sores has gone global! Help from Business Link and the West Yorkshire Targeted Export Support scheme (WYTES) has resulted in the company moving from export sales of under £200k to current sales of £600k.

Export manager, Gill Lyles, says: "We started exporting our products which include special beds, chairs, duvets and pillows three years ago. Our Business Link adviser recommended we joined WYTES and we haven't looked back! Their support has helped us secure our largest single order worth over £187k and created seven new jobs to cope with the increase in sales. Having the financial backing through WYTES has allowed us to expand our export activity much quicker and the results speak for themselves!"

WYTES is backed by Yorkshire Forward and UK Trade & Investment and is a key element of Business Link West Yorkshire's Export Experience initiative. It has invested £500,000 in grants to more than 100 West Yorkshire companies looking to export.

## ENTERPRISE SHOWS MAKE DREAMS REALITY!

WITH MORE THAN 3,000 BUDDING BUSINESS OWNERS ATTENDING LAST YEAR, THE YORKSHIRE FORWARD FUNDED ENTERPRISE SHOWS ARE PROVING A HUGE SUCCESS. THIS YEAR THE LEEDS SHOW IN THE HEART OF THE CITY IN JUNE LOOKS SET TO TOP ALL PREVIOUS RECORDS, AND FOR THE FIRST TIME YOUNG PEOPLE WILL ATTEND THE EVENT FROM SCHOOLS AND COLLEGES ACROSS WEST YORKSHIRE.

Organised by Business Link, the Shows are the perfect chance to find out what support is on offer, get advice and talk to people who have made a success of their ideas. Exhibitors at the show include the Business Link delivery partners as well as The Prince's Trust, Asian Business Development Network, Yorkshire Association of Business Angels, HSBC and Barclays banks and a host of guest speakers and workshops.

Former Yorkshire Business Person of the Year, Suzanne Hart, urges people to go for it: "Don't just dream it - do it! I know there are lots of people with great ideas who dream of setting up a business. The Shows can be the first step towards going for it." Alex McWhirter, head of enterprise at Yorkshire Forward, says: "We are determined to give entrepreneurs the sound advice and support they need to succeed. Last year almost one in three attendees went on to start their own company and this year we aim to do even better."

For more details about the Leeds Show at Millennium Square on Saturday 18 and Sunday 19 June call 0800 032 2626 or visit [www.theenterpriseshows.com](http://www.theenterpriseshows.com)



The West Yorkshire Enterprise Partnership Limited  
Unit 4 Meadow Court, Millshaw, Leeds LS11 8LZ  
Telephone: 0113 383 7759 [www.wyep.co.uk](http://www.wyep.co.uk)

### ISSUE 3: SUMMER 05

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# ENTERPRISE REPORT

News and views from The West Yorkshire Enterprise Partnership

## INVESTMENT PLANS TAKE OFF!

Flagship business support projects get the go ahead in the West Yorkshire Sub Regional Investment Plan (SRIP).

The plan sets priorities for economic development for the five year period 2004/05 and is developed by public and private sector organisations including WYEP, West Yorkshire Universities, Local Authorities and Yorkshire Forward. WYEP has, over the last 12 months, worked closely with partner organisations and leads on the development of the sub region's business support plans. Yorkshire Forward has committed £192m to deliver the plan, with some £64m earmarked for business support activity.

TO DATE, THE WEST YORKSHIRE ECONOMIC PARTNERSHIP HAS ENDORSED FUNDING OF £42.5M FOR BUSINESS SUPPORT SCHEMES INCLUDING:

- West Yorkshire Ventures High Growth Start Up Programme
- Leeds Innovation Hub
- Yorkshire & Humber International Trade Targeted Export Scheme
- West Yorkshire Enterprise Culture
- Advanced Digital Institute in Bradford
- West Yorkshire Graduate Start Up Programme
- West Yorkshire Social Enterprise Link

For further information please contact [james.flanagan@bwly.co.uk](mailto:james.flanagan@bwly.co.uk)

## WEST YORKSHIRE ENTERPRISE SHOW

LEEDS, MILLENNIUM SQUARE  
SATURDAY 18 AND SUNDAY 19 JUNE

For more details see page 4.



## OUR ENTREPRENEURS OF THE FUTURE

IN SCHOOLS ACROSS OUR REGION SIT THE BUSINESSMEN AND WOMEN OF THE FUTURE - A WHOLE GENERATION OF ENTREPRENEURS AND BUSINESS LEADERS, EMPLOYEES AND EMPLOYERS. OUR REGION'S FUTURE SUCCESS DEPENDS ON THE WAY WE DEVELOP THE ENTERPRISE SKILLS OF OUR YOUNG PEOPLE TODAY.

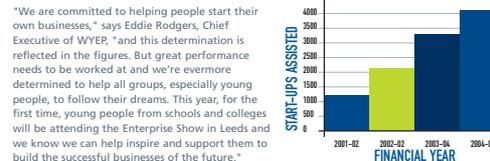
But enterprise is more than just knowledge of business and commerce. It's about being able to deal with the world. Decision-making, risk taking, problem solving and teamwork are crucial life skills and when combined with financial, economic and business understanding they give our young people the necessary tools to navigate their way through life. The DFES, Learning and Skills Council and Yorkshire Forward are investing significant sums in developing an enterprise culture in and out of schools. In June this year the Enterprise Show will take to the Millennium Square in Leeds where, for the first time, young people will come part alongside almost 1,000 aspiring business entrepreneurs.

The West Yorkshire Education Business Link, part of WYEP, is deploying Enterprise Advisers into 114 schools throughout Yorkshire and Humber and 15 of these schools are in the Kirkfies MDC. The schools are becoming an enterprise with drop-in centres for the elderly and creche facilities for young mothers. The students are running their own canteens, shops and events developing business skills from a young age. An essential part of an enterprise culture is the relationship between schools and local businesses, especially SMEs. In Kirkfies, through the brokerage of the Enterprise Advisers, the Kirkfies Partnership and the Mid Yorkshire Chamber, a programme is being developed that benefits both schools and businesses - students are researching and writing PR and marketing articles for local SMEs. Schools establish relationships with local businesses, who get access to school resources. By working together schools and businesses can help build a bright, sustainable future for our young people.

Clr. Kathryn Pincock, Leader of Kirkfies Council, says: "Many young people in our schools follow business courses. Two of our High Schools in Kirkfies have been granted specialist college status in Business and Enterprise including Whitelife Mount in Cleckheaton where I serve as a Governor. Young people want to engage with business and test the skills they have learned in the classroom in the real world. This is a very good scheme that will be widely welcomed in schools."

## WYEP HELP SEES 300% RISE

RECENTLY RELEASED FIGURES SHOW A HUGE INCREASE IN THE NUMBER OF START-UP BUSINESSES HELPED BY WYEP, WITH NUMBERS TRIPILING IN THE LAST THREE YEARS.



# DIVERSITY & EQUALITY IS EVERYONE'S BUSINESS

THE LEARNING AND SKILLS COUNCIL (LSC) FUNDED PROGRAMME, PROMOTING EQUALITY AND DIVERSITY IN SMES, HAS BEEN HIGHLY SUCCESSFUL AND REPRESENTS A SPINBOARD TO MORE EFFECTIVE SUPPORT.

"Today's business environment is changing," says Diane Mee, Workforce Development Manager at Business Link West Yorkshire. "Our workforce is getting older and more diverse. Businesses need to invest time and resources in ensuring their company is one that treats and rewards all their staff fairly now. Because a failure to embrace equality and diversity will ultimately mean they fail in the marketplace. It's as serious as that."

The programme, which ran from September 2004 to March 2005 helped more than 20 companies to identify issues, share best practice, develop formal processes to measure progress and improvement in diversity issues with the help of practical 'tool kits' and hands-on support.

Jennifer Reeves, the Specialist HR and Diversity Adviser says: "The programme enabled us to build a framework and strategy to meet the needs of SMEs in the areas of recruitment, retention and day-to-day fairness and diversity. Thanks to the LSC we were able to capitalise on the positive approaches adopted by the key partners and to deliver a well-structured and coordinated programme of support that has met the needs of SMEs. The next step is to roll out of findings and enhance and target our support."

Equality and Diversity support and a wide range of training packages are available to all companies in West Yorkshire.

For more information contact Business Link on 0845 833 6000

## EQUALITY & DIVERSITY THE FACTS

IT MAKES BUSINESS SENSE TO BUILD A WORKPLACE THAT REFLECTS OUR COMMUNITY. ACCORDING TO THE DTI:

- In seven years only a third of the workforce will be male and under 45
- Within ten years there will be two million more jobs in the economy - 80% of which will be filled by women
- In ten years the working age population will increase by a million and minority ethnic communities will account for more than half that increase
- 40% of the UK adult population is now over 50 and set to rise steadily
- Almost one in four people within the working age population has a disability



### CASE STUDY:

#### BLACKHALL ENGINEERING LTD

Blackhall is an independent valve design and manufacturing company based in Brighouse. With expertise within the water, power, oil and gas and cryogenics industries, Blackhall is just one of the companies who have benefited from the Innovation Promoters programme. James Blackhall, Managing Director of Blackhall, says:



"The programme was a great boost to us. We identified the need to overcome a complex technical challenge to redesign a product and with the help of the programme we went from initial idea right up to successful production of a completely new and revolutionary design."

## BRINGING INNOVATIVE IDEAS TO WORK

ACROSS WEST YORKSHIRE COMPANIES ARE BEING ENCOURAGED TO HAVE INNOVATIVE IDEAS! FROM NEW PRODUCTS AND APPLICATIONS TO BETTER, STRONGER, MORE DYNAMIC PRODUCTS AND QUICKER, SIMPLER, SAFER WAYS OF WORKING.

"Yorkshire and Humber businesses spend less on Research and Development than the average. But the future of our businesses depends on being able to compete in the marketplace, and to do this we need to keep developing our products, processes and services," says Peter Hanson, Business Services Manager. "Innovation is the key to region's future growth and stability. If we're always evolving, looking to the future, always improving and having innovative ideas we're unstoppable!"

But turning ideas into workable products and services can be a challenge. Now help is at hand from the new Innovation Promoters programme funded by Yorkshire Forward. The programme starts with a visit from an experienced Innovation Promoter who carries out at free, without obligation assessment and if companies decide to act they receive up to £3,000 of specialist assistance for only £1,000. More than 30 companies have received help from the programme, turning their ideas into fully working products and services.

The Innovation Promoters programme is open to all, not just those companies in the manufacturing sector.

For more information contact Business Link on 0845 833 6000 or see: [www.innovationpromoters.com](http://www.innovationpromoters.com)



## FOCUS ON: THE KIRKLEES DISTRICT

In each issue of the Enterprise Report, we report on a particular district of West Yorkshire. This issue will look at the work of the West Yorkshire Enterprise Partnership in relation to the Kirklees District.



### EYEDENTIFYING TALENT!

Eyedentity is one of the 5,341 businesses helped by Business Link in the Kirklees area. Eyedentity is a fashion design company set up by Ryan Holliday-Stevens and Stephanie Beech. Based at the Design Incubator at the Textile Centre of Excellence in Huddersfield, Eyedentity now supply their market-leading designs to several top high street retailers.

The West Yorkshire Enterprise Agency provides local Business Link services including training, information and advice from its offices in Aspley, Huddersfield.

For contact details see: [www.blwy.co.uk](http://www.blwy.co.uk)



### PASSPORT TO THE FAR EAST

Simon Adby Design Studios in Batley is off to the Far East with help from the Passport to Export scheme. Simon, who specialises in pattern designs for textiles, has just returned from a visit to Asia. "It has increased our knowledge and expertise and is very motivating. We had an Online Market Introduction Service (OMIS) report from UK Trade & Investment's offices in Asia and it threw up information that we couldn't have done without."



### CREATIVE BOOST FOR DESIGN DIVA

Thanks to West Yorkshire Social Enterprise Link (SEL) and the West Yorkshire Social Enterprise School, Design Diva has employed its first three members of staff. Joanne Graven, Social Enterprise Adviser at SEL says: "Design Diva create work and training opportunities for people with disabilities, offer creative activity workshops; arts based children's parties and creative development with community organisations. They are one of more than 90 organisations we've helped and its great that they can now employ people - it's a real boost for them."

For further information on West Yorkshire Social Enterprise Link see: [www.wyselink.co.uk](http://www.wyselink.co.uk)



### NURTURING NEW TALENT!

West Yorkshire Education Business Link is working with schools and employers in Kirklees to equip students with enterprise skills to help them make a success of their future careers. The Enterprise Adviser Service works in schools with students, teachers and local employers, helping to inspire our young people to become the next generation of business people.

### LAST YEAR SERVICE LAST YEAR RESULTED IN MORE THAN:

- 2000 students getting involved in enterprise
- 300 employers getting involved in enterprise education activities
- 250 teachers involved in professional development
- 7000 students on work placements (in Kirklees and Calderdale).

For further information on West Yorkshire Education Business Link see: [www.wyebel.co.uk](http://www.wyebel.co.uk)

### KIRKLEES DISTRICT SCHOOLS INVOLVED WITH ENTERPRISE ADVISERS:

- Royds Hall High
- Neaveville High School & Sports College
- Almondbury High School & Language College
- Fartown High
- Moor End Technology College
- All Saints Catholic High
- Batley Business & Enterprise College
- Birkdale High
- Earlsheaton Technology College
- Whitliffe Mount (Specialist Business & Enterprise School)
- The Community Service College at Thornhill
- Westborough High
- Spen Valley Sports College
- Howden Clough Girls High



## WHAT OUR KIRKLEES DISTRICT PARTNERS ARE SAYING:

"I am particularly pleased that WYEP has fully included support for social enterprises in its portfolio. Community and social enterprises are often based in and serve some of the most deprived areas in our sub-region, encouraging entrepreneurial activity is crucial to their economic development."  
TERESA BUTLER - Executive Director, Huddersfield Pride Ltd

"The creativity and inventiveness of our people and business are our greatest assets. WYEP and its partners are working together to ensure that businesses in West Yorkshire and its districts compete with the world."

KEITH WELTON - Chief Executive, Mid Yorkshire Chamber of Commerce & Industry

"In a successful modern economy leading-edge, high-growth businesses are vital. Therefore it's very pleasing that WYEP are working so effectively with the West Yorkshire Economic Partnership, councils and agencies, to ensure that business support is effectively linked into the local economy."  
KEN GILLESPIE - Director of Regeneration, Kirklees MC



### ADULTS ON COURSE FOR SUCCESS

Adult Learners' Week in Kirklees has proved a resounding success. Marlene Womersley is one of more than 14,000 people in West Yorkshire on a learnDirect course. After more than 20 years working in Greece, Marlene returned to her hometown, on the Skills+H learnDirect centre in Huddersfield. Marlene is delighted: "The certificates I've received are a great achievement and encourage me to do more. I'm so pleased I came into the centre. I've gained so much confidence and have conquered my fear of computers! My new skills have opened up lots of new opportunities for me!"



### CONTACT KIRKLEES LEARNDIRECT CENTRES:

- Crosland Moor ICT centre
- Dip Bradford Rd, Batley
- Skills+H Northumberland Street, Huddersfield
- The Flexible Learning Centre, Huddersfield Tech College