

[Success Doncaster]

SUCCESS matters



A welcome from Mayor Martin Winter



I am extremely delighted to welcome you to 'Success Matters', the first edition of Success Doncaster's newsletter.

Since the programme's launch in 2007, figures to date are showing more than 2700 businesses engaging with the programme. These figures are very encouraging and given the uncertain global economic future, as a borough we need to respond to the challenges we face in 2009.

This is a great opportunity for businesses to access individual support and advice which will help to develop your existing business, guide you on the road to self employment or even help you back to work.

With numerous fantastic good news stories coming out of the programme and an increasing number of individuals and businesses receiving advice and assistance, the Success Doncaster programme is making a real difference to aspiring entrepreneurs, existing businesses and individuals seeking secure employment in the most deprived areas of the borough every day, helping to build a better future for the whole borough.

Martin

Achievements to date

as at January 09

Outputs	Achieved
Total people helped	2768
Business start-ups	411
New jobs created	595
VAT registered businesses	63
D100 caseload (see page 5)	62



A great opportunity for new entrepreneurs

Only a fool would start their business now, right? Actually wrong...

Success Doncaster is helping would-be business owners and entrepreneurs develop their ideas during the economic downturn.

Ideas for entrepreneurial innovation often arise from changing situations such as the economic climate or changes in how people live, their age and wealth profile etc. Entrepreneurs create new business opportunities by identifying customer problems and solving them. In the current economic climate there are many customers with problems to be solved, here is the entrepreneurial opportunity.

Research has proven that entrepreneurs are well equipped to deal with the credit crunch, due to their dynamism and their ability to find and fix customers problems quickly.

Doncaster Council's 'LEGI' programme rebranded as Success Doncaster is designed to provide help for anyone interested in becoming self employed or who wishes to explore a recession beating business concept, but just doesn't know where to start.

Mayor Martin Winter said "While we may be facing challenging economic times, we are seeing entrepreneurial businesses employ a range of strategies to remain highly competitive and deliver on their confident expectations. One of the ironies of a recession is that it has proven over previous historical periods to be a good time to launch a new business".

The Success Doncaster programme is set to run until 2011 and offers a range of support for people across the borough. The programme also helps participants think through the challenges of self employment ranging from tax returns to assessing marketing initiatives, as well as dealing with issues such as fear of failure and self motivation. There will be many events taking place to provide help and guidance for existing businesses and individuals as well as giving them a chance to network and share ideas.

If you think Success Doncaster can help you or for further information, simply call 01302 734554 or visit www.successdoncaster.co.uk

Be whatever you want to be

TOP 10 TIPS

on how to **start, build** and **grow** your business:

one - Follow your passion - determined passion coupled with action are the building blocks of success. Having a dream is not enough - you have to deliver on it.

two - Write a profile - of where you want to be five years into the future and keep it hidden somewhere. When you read it back in five years time, hopefully it will have all come true.

three - Are you comfortable - with tolerating risk? Being an entrepreneur is thrilling and definitely not a safe way to live. You certainly need to be comfortable with not receiving a salary every month. No entrepreneur ever has enough money for all the things they want to do. The important thing is to be able to manage the money you do have to the best advantage.

four - Dare to be different - it's so tempting to start out in business by looking at what everyone else is doing and trying to do things the same. Learn as much as you can about the business or service you are planning to provide, don't think you know it already. By all means look at what everyone else is doing - and then ask yourself how you could do it differently.

five - Strong brands sell - you have less than 10 seconds to grab a potential customer's attention. A strong attention grabbing brand - which is instantly recognisable - is the quickest, fastest way to build your business and guarantee success. It is vital that you spend time at the start of your process asking yourself what your brand values are, what the character and personality of your brand will be.

six - Marketing is your priority - it is the most important thing that someone growing a business should be doing. Good marketing and PR is essential or no one will know you exist. You need to work out how to get the message across in an effective way.

seven - Your customers are your biggest marketing department - research has proven that a high percentage of business consistently comes from customer recommendations and word of mouth. Your customers are your cheapest form of marketing therefore, by consistently delivering an excellent service or product you are virtually guaranteed future success. If you give people great value then they will buy into your business.

eight - Defend your energy - being an entrepreneur is about persistence. Prepare yourself for the fact that at the start of your business journey you will be rejected, let down and disappointed at some point on virtually every single day. This can be incredibly draining and wearing if you allow it to be! You have to keep going in spite of all the odds. Managing your own motivation and staying positive despite what ever the world throws at you is your best strategy for success. Take your rejections, learn from them and quickly move on.

nine - Keep adapting - and developing your product and service offer with all the feedback you receive. The moment you get to the stage where your product/service offer match the needs of your customers, your business is sure to take off in a big way. But realise that sometimes that process can take two years or more!

ten - Never say die! - above all else, the one key characteristic of successful entrepreneurs is that they just keep going despite all the problems and barriers in their way. Persistence and determination are key to success. Most business failures happen simply because the owner decides to give up. Persistence is being 100% honest with yourself, recognise what isn't working, rectify and improve it - until it all comes together.

Becoming an entrepreneur is hugely empowering. Have confidence in everything you have learned and experienced in your life so far and go for it.

What is?

[Success Doncaster]

doncaster has ambitions to become a City of European Significance by 2025, the achievement of these ambitions requires a major transformation of both people and place in the borough.

This transformation of Doncaster is already underway with the opening of the College Hub, Community Stadium, Racecourse and Robin Hood Airport and plans that are in place for the new Civic and Cultural Quarter and Waterfront.

To achieve our ambitions we need to seize these opportunities and help our communities and residents to benefit from them.

Success Doncaster will help to achieve this. Doncaster Council is working collaboratively with businesses and service providers from the private and public sector within the Borough to help local people turn their dreams of working for themselves or finding suitable work a reality.

Advice and guidance is also on hand to assist people with finding suitable and sustainable employment as well as help in providing training to develop and improve existing skills.

Doncaster Council successfully bid for £19 million of Local Enterprise Growth Initiative (LEGI) from the government. Bradford, Leeds and Sheffield were also fortunate to receive LEGI funding. LEGI is a long term plan to encourage and develop enterprising behaviour and transform the culture in Doncaster.

Success Doncaster will use enterprise and encourage investment to help change peoples lives particularly residents of our most disadvantaged communities.

"You may have a business idea, a dream, want to work for yourself, increase your skills or you may be looking for a job. It may be that you are really passionate about something and are not sure what to do about it, then we are just a telephone call away" explains Julie Wilson, programme manager for Success Doncaster.

"We have dedicated advisors on hand that can provide specialist advice, support, guidance and mentoring to anyone in the borough who feels it is time to change their future" she added.

The ongoing credit crunch is a growing concern for many Doncaster businesses. Doncaster Council has partnered up with other key organisations and is ready to offer help and advice to those businesses in the borough affected by this economic downturn.

Despite the global economic meltdown Doncaster is working hard through the Success Doncaster programme to put in place measures that help businesses and individuals through this difficult period. We are seeing more skilled people being made redundant and enquiries are increasing for our assistance.

The Success Doncaster programme offers a range of support for people across the borough. Specialist organisations have been awarded contracts to deliver bespoke customer focused support to people across the borough. Support is tailored to the enterprise needs of the client and this can include increasing confidence, raising aspirations, developing skills, overcoming barriers or providing mentoring support from successful business people.

Advice is available on training or job opportunities, help for people thinking about working for themselves and ongoing guidance and expert advice for new and existing businesses to help them succeed and grow.

All the support offered is free and confidential to the client.

Further information on how the programme can assist you and your business can be obtained by calling 01302 734554 or visiting www.successdoncaster.co.uk

A series of free Future Prospects events are taking place during February to help local people during these tough economic times.

The drop in sessions will take place at the Hub Building on the following Tuesdays:

- 10, 17 and 24 February

Various partner agencies will be on hand to offer help and guidance on important issues such as redundancy, careers advice, training opportunities, CV writing, finding jobs, benefit and tax credit entitlement, energy saving measures, work-related health issues and community safety issues.

To find out more about these events contact the Success Doncaster help line on 01302 734554 or visit www.successdoncaster.co.uk

Business help during the credit crunch



From student of the year to international business woman
Julia Reddy has made...

Julia Reddy, 33 of Edenthorpe has always been ambitious. As a student at Doncaster College 17 years ago she won the prestigious Student of the Year award during her studies there.

After leaving College to teach and work in salons in the area, Julia discovered there was a need for a portable salon, and she has put the same ambition into making her portable salon business a success.

She said 'I had a business idea but didn't really know how to take it forward but through guidance and support from Success Doncaster and Doncaster Chamber, I now have the confidence to talk to wholesalers and businesses and sell my product internationally'.

Julia has developed a product in order to provide other mobile hairdressers, beauty therapists, stylists and make-up artists who require a simple and easy to deploy workstation for use in people's homes, offering clients a more professional experience.

Job Mates are coming to Doncaster!

Want a Job Mate? Success Doncaster are launching an exciting new programme to help the people of Doncaster to break down any barriers they may have in finding employment. In the current economic climate it is becoming increasingly difficult to find a job – we have the answer! The 'Job Mates' programme provides FREE professional advice and individual support to help you back to work.

The programme is being delivered by North Doncaster Development Trust and will complement the help already being provided by the 'Community Enterprise Advisors' programme. The Community Enterprise Advisors (CEA's) work with individuals to break down barriers to self employment, business start up and help people to be more enterprising. Both programmes are being funded by Success Doncaster.

The 'Job Mates' aim is to support local people in accessing employment by increasing confidence, researching individuals training needs and tackling difficulties such as travelling to work and many more. We believe that by encouraging people to be ambitious and passionate about achieving personal goals will help to provide a better future for you and your family.

The programme will work with employers, providing a range of innovative services that link people who want to work with jobs they can be proud of.

If you are struggling to find that right job then give us a call on 01302 734554, where our friendly staff will put you in touch with your 'Job Mate'.

Don't miss out... what's stopping you?

can
take it to the top



“Life is great at the moment” Julia added, “it’s never dull juggling a new business venture whilst still hairdressing two days a week and taking care of my two young children. I absolutely love it”.

Julia is now attending events across the country promoting her product and has recently returned from a three-day stint at the Salon International event in London. To find out more about Julia’s business, visit www.portablesalon.com

The product is a self-contained portable work station consisting of a height adjustable mirror, an anti-static floor mat and aluminium folding lightweight chair – all packed neatly in a compact, lightweight carry case. This is the only product of its kind in the country.



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Success Doncaster

In the spotlight



Julie has overall responsibility for the successful delivery of the Success Doncaster programme.

Having completed a degree in Urban and Social Studies at High Melton College, Julie, a local Doncaster woman, embarked on a career in regeneration.

Julie has been instrumental in delivering innovative programmes of support to some of the most deprived areas of South

Yorkshire and also in her last post as Area Manager for Keyfund Yorkshire to the wider Yorkshire and Humber region.

Her hard work, determination, strong social conscience and a real passion for people together with experience of running both private and social businesses landed her

the role of Programme Manager for Success Doncaster.

Julie and the team have successfully launched the programme and rolled it out across the Borough. “I have an excellent, dedicated team who work incredibly hard in delivering and co-ordinating the programme to ensure its success” said Julie.

Become a Success Doncaster ambassador

do you have a little time to spare to help others? Would you like others to benefit from your business knowledge and expertise? If yes, then enrol on to the Doncaster 100 (D100) programme now.

The D100 programme has already signed up over 60 members to the programme and is well on target to hit the magical '100' in the first year of delivery. The programme is generating lots of enthusiasm and goodwill within the Doncaster business community.

Deloitte are the company assigned to deliver this key element of the programme.

By becoming a D100 member, you will contribute to delivering inspiration, mentoring and advice to those who need it across the community, helping to make a positive impact on economic growth and an enterprising future for the borough. If you run a local business of any size and from any sector or have had a successful career, you now have the opportunity to give something back by helping others.

Being an ambassador can be a rewarding experience which also provides excellent prospects for networking.

Example of a case study – a business approached D100 hoping to find a mentor who could provide help and advice on different marketing techniques - the business had only been running since March 2008. A mentor with solid marketing experience was assigned to the business and advised on local advertising activities and having an on-line presence.

If you are interested in becoming a member of D100 or require further information on how you can contribute towards the success of Doncaster, please call Isobel Puchwein on 01302 734556.

Alternatively you can email D100@deloitte.co.uk



Geoff works his magic as a wheel wizard

being made redundant in the latter part of your career can come as a nasty shock. For Geoff Smith however, redundancy was the stepping stone into building a new franchise career. Geoff decided that procuring a franchise carried less risk and he began to look at what to go for, he looked at several possibilities before opting for Wheel Wizard. He then approached Success Doncaster with a view to applying for an initial start-up grant and he also received assistance from a business buddy in preparing a business plan and looking at marketing techniques.

"Taking on a franchise was a life changing decision for me and I think people need to be aware that when you buy a franchise you are not just buying a job, you are buying an opportunity" said Geoff. At the end of the day it is a business and has to be run as a business and that requires drive and ambition to succeed combined with self-motivation" he added.

Wheel Wizard uses a unique process to restore alloy wheels to their former glory for a fraction of the cost of replacement and adding significantly to the value of the vehicle. Operating from fully equipped vans, work is carried out on site allowing repairs to be made quickly and efficiently which reduces vehicle downtime and keeps costs to a minimum.

For further information on Wheel Wizard, contact Geoff on 07718 226006.



sevenheadly sins

hairdressing apprentices have taken part in a competition to create a look from one of the seven deadly sins.

The competition, incorporating the College's first apprentice-only hairdressing study group, took place in The Hub's Debut salon as part of Enterprise Week.

The 11 students taking part teamed up with colleagues from their workplace to make-over a model to fit the look of pride, envy, gluttony, lust, anger, greed or sloth.

Competitors were given 75-minutes to undertake the makeover and then show off their designs in The Hub's performance hall. The winners were Charlotte Pilley and Victoria Taylor with their lust design.

Hexthorpe Pupils come top of the class in Bright Ideas creativity competition

Hexthorpe Primary school Y6 students won first prize in a recent 'Bright Ideas' Competition for local schools funded by Success Doncaster with their Hexfiles school magazine project.

The judges thought that this project generated a high level of financial and business awareness amongst the pupils. The school received a cheque for £250.

The secondary school winning prize went to Heatherwood School, Leger Way with their 'Gifts Galore' business enterprise project.

The judges were particularly impressed by the level of planning that went into this project and the sense of fun generated by the pupils. They also received a cheque for £250.

The aim of the competition was to invite students to submit their bright ideas to celebrate Enterprise Week and to showcase entrepreneurial talent across the borough in the form of a visual presentation.

Part of the Success Doncaster programme is about encouraging young people to translate their imagination into reality and this is a fine example of what youngsters can do when they get the chance.

business showcase

bio

SUCCESS

A business and networking event to showcase new Doncaster businesses has been declared a resounding success.

More than 600 people attended a full day of exhibitions, guest speakers, performances from local dance schools and Doncaster's M101 band at the Success Doncaster Business Showcase Enterprise Event held in November 2008 at the Dome as part of a celebration of Enterprise Week.

More than 100 local businesses supported by the Success Doncaster programme showcased their products and networked with like minded individuals.

Organisers have received glowing praise from several businesses. One declared the day "10 out of 10" for an excellent "networking event" and "personally the best event" he had attended.

Mayor Martin Winter, who formally opened the event, said: "From a business point of view this event enabled local people and businesses in Doncaster to see what is available today, what help is available to individuals and businesses, and inspire others to start their own business."

He added "The event provided a platform for local businesses, new and existing, to get together, learn about new opportunities, share ideas and work more closely."

Clare Hay from Doncaster Leaflet Distribution said: "We were delighted to take part in the Success Doncaster showcase event. We found the day to be fruitful in terms of interest for our products and services, receiving many enquiries from businesses and the general public

who had not heard of us or did not know what we could offer."

Kristina Grimes, former contestant from the BBC's hit reality show The Apprentice was also at the exhibition. Kristina was an inspirational guest speaker at the event, and was on hand throughout the day to offer her advice and business expertise.

Feedback received from exhibitors has been very positive, with many reporting they have picked up new business.



If you call the Success Doncaster helpline number 01302 734554 or email info@successdoncaster.co.uk, we will put you in touch with the right person, specific to your enquiry/needs.

Some useful numbers

Below is a list of other useful numbers related to the Success Doncaster programme:

Doncaster Chamber	01302 341000	www.doncaster-chamber.co.uk
Business Link Yorkshire	0845 604 8048	www.businesslink.gov.uk
Doncaster Council	01302 736000	www.doncaster.gov.uk
Job Centre Plus	01302 503503	www.jobcentreplus.gov.uk
Learning and Skills Council	0845 019 4171	www.lsc.gov.uk
South Yorkshire Key Fund	0845 140 1400	www.keyfundyorks.org.uk
Yorkshire Forward	0113 394 9600	www.yorkshire-forward.com
South Yorkshire Investment Fund	01709 386377	www.syif.com
Doncaster College	01302 553553	www.don.ac.uk