



## **FOR IMMEDIATE RELEASE**

### **PRESS RELEASE**

**19<sup>th</sup> April 2007**

## **BUILDING THE CREATIVE INDUSTRIES IN POOLE**

The regeneration programme in Poole is really picking up pace and, just as with such places as Bristol and Brighton, young entrepreneurs and the creative industries are having a real impact. Nowhere is this impact more evident than at the Enterprise Pavilion – a South West Regional Development Agency and Arts Institute at Bournemouth supported specialist incubation centre for start-up businesses within the Creative Industries.

Opened a little over two years ago, the Enterprise Pavilion, situated on the campus of the Arts Institute at Bournemouth, is helping the town to build a young, vibrant creative economy through developing, attracting and retaining new creative businesses.

Businesses based within the Enterprise Pavilion, of which there are currently 21, receive a steady stream of help and support in the form of business advice, mentoring and training as well as subsidised rent - all to make sure that their businesses are as successful and professional as they can possibly be. Matt Desmier, Enterprise Manager for the Arts Institute at Bournemouth commented, "By supporting these young businesses we're really helping to ensure their sustainability which we hope will both instil confidence in the local business community to use these companies as well as inspire other young entrepreneurs to launch businesses as well".

Since the devolution of creative power from London, Poole is one of the towns in the South West region that has been nurturing the Creative Industries sector generating a hub of creative energy and the area is now home to some notably successful businesses, all of whom have been nurtured by the Enterprise Pavilion.

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Web development company, Adido Solutions, experienced meteoric success during its two years in Poole. Owing to its rapid expansion, the company, founded by four graduates of Bournemouth University, has recently opened new offices in Bournemouth and Southampton but still retains a satellite office at the Enterprise Pavilion.

In 18 months the first client of the Enterprise Pavilion, online marketing agency, Refreshed Media, grew from two members of staff to eight. The company then sold a percentage of the business to leading marketing, advertising and public relations agency, Aylesworth Fleming. Refreshed Media is now about to open offices in Reigate, Manchester and Edinburgh.

Graphic communications consultancy, Bond and Coyne, is one of the businesses currently thriving at the Enterprise Pavilion and raising the reputation of Poole. The consultancy recently received substantial coverage in the Times regarding a collaboration with author Charles Leadbeater and works with national client's including Siemens.

Success stories such as these will ensure that the Enterprise Pavilion and Poole remain at the cutting edge of the Creative Industries as the flourishing sector makes its mark on the wider economy.

For more information about the Enterprise Pavilion please contact Matt Desmier on 01202 853602 or visit [www.aibep.ac.uk](http://www.aibep.ac.uk)

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#### **Contacts**

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#### **Notes for Editors:**

- The Enterprise Pavilion (eP) is a new business centre for the creative industries which is developed and managed by the Arts Institute at Bournemouth. It is funded by the South West Regional Development Agency and its aim is to increase graduate retention and support the growth of creative businesses in the area.
- The eP enables graduates in the creative industries to benefit economically from their knowledge by giving them advice, resources and support to set up and run their own businesses. As part of this package the eP offers affordable and flexible high quality office/studio accommodation on an easy-in, easy-out basis. It also provides conference and exhibition facilities for companies, and others, with links to the creative industries. Technical resources are available for creative media and training companies.