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NEW BUSINESSES QUEUING UP TO JOIN SUCCESSFUL BUSINESS CENTRE

After only two years of operation the Enterprise Pavilion (eP) in Poole is having a significant impact on creative industries as new companies jostle for incubation units.

Operations Manager, Matt Desmier, says, "At this moment in time we have 12 new businesses on the waiting list for our 20 incubation units. This is because the companies that leave us are not just successful they're very successful enhancing our reputation and the reputation of our businesses."

Online marketing agency, Refreshed Media, is the first of the eP's success stories. In just 18 months the company, 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 about to open additional offices in Reigate, Manchester and Edinburgh.

Web development company, Adido Solutions, experienced meteoric success during its two years at the eP. Owing to its rapid expansion, the company, founded by four graduates of Bournemouth University, has recently opened a new office in Bournemouth and will be opening another office in Southampton early next year.

Chief Executive of the Dorset Chamber of Commerce and Industry, Peter Scott, said, "Adido Solutions has demonstrated that incubation works! The business has carved out its own niche in a competitive market place and established an enviable reputation in the first two years of operation – a fine achievement by any standard. We are very proud that this Dorset based business has stayed in the county."

Director of Adido Solutions, Andy Headington, explained how his company benefited from being based at the eP, "When we started the company we were working from home. Moving into the prestigious Enterprise Pavilion immediately raised our profile.

"We met a lot of interesting people through the events held at the Enterprise Pavilion which enabled our business to grow. What's so good about the Enterprise Pavilion is that you have a total business community on your doorstep."

Graphic communications consultancy, Bond and Coyne, one of the businesses currently thriving at the Enterprise Pavilion, recently received substantial coverage in the Times for its collaboration with well-known internet author, Charles Leadbeater. The company's other clients include global giant, Siemens, The Arts Institute at Bournemouth and a number of large London-based charities.

The eP was jointly funded by The Arts Institute at Bournemouth and the South West Regional Development Agency. It was commissioned to develop, attract and retain new creative businesses in the South West and help the long-term economic sustainability and development of the regional economy.

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The eP is clearly fulfilling its purpose having been instrumental in the growth of a number of new businesses since its creation in 2004.

As part of its aim to improve the regional economy, the eP has recently engaged with a new partnership called the South West Lifelong Learning Network (SWLLN). The Network has been tasked with creating flexible qualifications in higher education for vocational, work-based learners which will in turn improve the skills and productivity of the South West's workforce.

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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.