

# Seven key areas spearhead local enterprise growth

Taking enterprise development into the heart of communities, especially those neighbourhoods in need of extra help, is one of the Kickstart programme's top priorities.

Local Enterprise Development is encouraging self-employment, small business start-ups and business growth in seven key areas: Airedale, (Keighley and Shipley) Holmewood/Quadrant, Horton Grange, Manningham/Girlington, Regen 2000, Newlands and Trident/COMP.

Each of these communities has chosen to work with one of three national enterprise organisations, BizFizz, Camberwell Project and Sirolli, which have dedicated staff working exclusively in the Bradford District.

All three organisations work closely with the Kickstart team and in particular with Satnam Khela, Enterprising Places Co-ordinator, who comments:

"These three models of enterprise development are working in areas of the District that need an extra helping hand and are beginning to show tangible results. Creativity is being



BizFizz coaches in the Bradford District are (left to right): David Humphreys, Andrew Gibson, Celia Hickson and Wajid Hussain.

unleashed District-wide by people looking to climb the ladder of both employment and self employment. It is a very exciting time for everyone involved in these programmes."

**BizFizz** aims to turn the passion and enthusiasm of individuals into a driving force for local economic renewal by mobilising the skills and resources to be found within communities.

Backed by financial support from Bradford Council delivered through the Kickstart programme, four BizFizz coaches are now at work in the District: Celia Hickson is working with community projects in Airedale with a particular focus on Keighley, Andrew Gibson in Holmewood and Quadrant, Wajid Hussain in Horton Grange and David Humphreys in Bingley and Shipley.

Each coach provides free, confidential business advice to anyone with a business idea, to individuals planning new business start-ups and to those running existing small businesses. To ensure that people in communities know about the services they offer they visit schools, faith groups, local societies, pubs and clubs to get their message across.

In addition, BizFizz forms in each community a Local Panel of volunteers whose background, expertise and local knowledge brings a second tier of support to people who want to start or grow their business. Typical panel members are community activists, teachers, councillors, faith group leaders or local business people.

## Wajid puts 'fizz' into magazine 'biz'

Bizfizz coach Wajid Hussain, who is supporting Bradford Council's Kickstart programme in the Horton Grange area, has given invaluable help to the publishers of a dynamic lifestyle magazine called 'The Suburb'.

The first two issues proved so popular that the initial circulation of 10,000 has already been doubled. And by the end of their first year's trading the publishers intend to have 40,000 copies distributed across West Yorkshire.

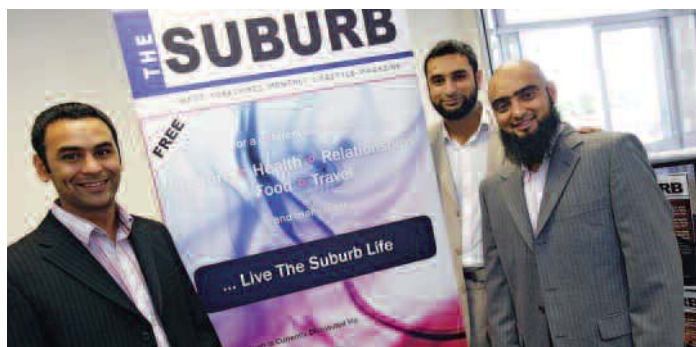
Says Editor, Omar Mahmood: "We had a burning desire to create a magazine which would have broad appeal, promoting common humanity and multi-culturalism. We focus on people's similarities, respect their differences and appreciate the lifestyles various cultures offer."

Osman Gondal, Sales and Finance Director, leads the advertising sales team. "Though we are working on only our third issue we are already in a position to employ people and are looking for sales and distribution staff.

"Our Bizfizz coach, Wajid, gave us invaluable advice on the direction of the business, how to market the product and make the magazine stimulating and engaging for people to read. He has been a great help in these early days of establishing our brand and building our networking contacts."

Third member of the magazine team is Sajad Mahmood, the Art Director responsible for page design and overall image.

To contact 'The Suburb' either to book advertising or provide story ideas, call 0845-021 8910 or e-mail: [enquiries@thesuburbmagazine.co.uk](mailto:enquiries@thesuburbmagazine.co.uk)



Publishers of 'The Suburb' magazine are (left to right): Omar Mahmood, Sajad Mahmood and Osman Gondal.