

## Hayes Business Studios Report (March 10 2010)

### 1. Background Information:

#### Objective:

Creation in Hayes of affordable, managed, business start up units supporting local entrepreneurship.  
Sited at the Hayes Community Campus, Uxbridge College.  
Manager employed by Uxbridge College

#### Contacts:

- Helena Webster, Economic Development Manager, LB Hillingdon (direct line: 01895 277345 email: [hwebster@hillingdon.gov.uk](mailto:hwebster@hillingdon.gov.uk) )
- Martin Blandy, Hayes Business Studios Manager, Uxbridge College (direct line: 01895 471010 email: [mblandy@uxbridgecollege.ac.uk](mailto:mblandy@uxbridgecollege.ac.uk) )
- Lorraine Collins, Executive Director Enterprise and Development, Uxbridge College (direct line: 01895 85 3311) email: [lcollins@uxbridgecollege.ac.uk](mailto:lcollins@uxbridgecollege.ac.uk)

#### Funding

- £750,000 London Development Agency capital funding and £215,454 from London Borough of Hillingdon (Section 106 Funding). LB Hillingdon funding is a contribution towards on-going 10-year operational revenue costs.
- Hillingdon Community Trust - £45,000
- In kind support from Uxbridge College (e.g. facilities, security, IT)

### 2. Hayes Business Studios (HBS) Outcomes to date:

Hayes Business Studios was officially opened by Cllr Ray Puddifoot, Leader of Hillingdon Council on 8<sup>th</sup> December 2008. The Hayes Business Studios Manager was appointed Sept 2008.

The partnership with the local authority has been invaluable both in procuring the funding and providing on going support for HBS.

Despite the economic downturn and impact on new business start-up, eight of the ten studios are now occupied. The agreed target for year 1 was 6 out of 10. The targets for the coming year are:

March	2010	80%	to be let
April	2010	90%	to be let
June	2010	100%	to be let

A dedicated website [www.hayesbusinessstudios.co.uk](http://www.hayesbusinessstudios.co.uk) has been launched to promote both the business studios and meeting room rental.

The Hayes Business Studios Advisory Board has been formed that meets quarterly to advise on the development of the strategic direction of Hayes Business Studios. The first meeting took place 15<sup>th</sup> October 2009. The board is chaired by Laraine Smith, Principal of Uxbridge College, and includes representatives from NatWest Bank, Brunel University, Thames Valley University, and Hillingdon Chamber of Commerce.

The 1<sup>st</sup> year anniversary lunchtime event was held on Thursday 14<sup>th</sup> January 2010. 33 attended the event including the Worshipful, the Mayor of Hillingdon and LB Hillingdon Chief Executive.

### 3. HBS Occupancy Rates:

Of the 8 occupied studios:

Townfield	2 studios
West Drayton	2 studio
Barnhill	1 studio
Yeading	1 studio
Charville	1 studio

One studio is occupied by a tenant from another West London Borough

Ealing/Southall	1 studio
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(NB Studios 6 & 7 are adjoining and are let to one tenant but for statistical purposes are counted separately)

All tenants are aged over 18 in order to be legally responsible for signing a tenancy agreement.

In terms of ethnicity, of the 8 occupied studios:

75% (6) are occupied by Asian or Asian British tenants

25% (2) are occupied by Black British tenants

We are taking forward 2 HBS Applications for the remaining 2 studios. A waiting list is now in operation. In addition to the studios, the meeting room within the Hayes Business Studios now has regular bookings from Hillingdon NHS Trust (equalities training) and the Hammersmith & Fulham Volunteer Centre (HFVC) who are delivering the Personal Best training and volunteering programme within Hillingdon. (The programme is aimed at helping excluded groups i.e. lone parents, ex-offenders & NEETs who are not in employment or training, back into work, further learning or volunteering. The programme uses the guarantee of an interview to volunteer at the 2012 Games as a means of engagement).

Other HBS meeting room lettings have been to Hayes Town Partnership, a European Academic Visit and Hillingdon Financial Forum.

### 4 Significant Achievements:

- Securing extensive external funding from the London Development Agency. LB Hillingdon was the first of the three boroughs (Ealing, Hillingdon & Hounslow) to complete delivery.
- Appointing a dedicated HBS manager to ensure that tenants receive business support to start and grow their businesses.
- Completing the capital build on budget and on time, resolving snagging issues in order to attain high quality specification.
- Achieving 80% occupancy ahead of schedule despite the economic downturn.
- HBS meeting room being increasingly used by community groups and for external meetings.
- Established a good working relationship with Business Link in London to provide one to one business support and advice.

### 4. The impact of HBS:

To date 8 new businesses have been created since it has been opened. One of the first tenants (Devine Care Ltd) recruits, trains and places domiciliary care staff. Additional jobs have been created through their services. Another business has created one full time post. Some are using work experience students to help drive their businesses forward and giving students an opportunity to understand how the new business environment operates..

Hayes Business Studios has become a local focus for entrepreneurship, through participating in national programmes such as Striding Out (The Big Leap), supporting other enterprise programmes such as HCT funded Enterprising Attitudes and providing monthly Open Days offering free advice to develop business start-up ideas.

Uxbridge College has also included an element of business advice within some of their own training especially within subject areas which might well lead to self-employment or business start up i.e. Health & Beauty.

The College's business students have also attended seminars to raise their awareness about business start ups.

Evidence has been collected in-line with London Development Agency reporting requirements in terms of:

Business Supported	(2 hours or more of consultancy advice)
Jobs Created	(A full time job is created, and can therefore be counted, when a post of at least 30 hrs per week and expecting to last 12 months is actually filled)
Business Creation	(A new business created is when a new business starts trading and is sustained for at least 12 months as a direct result of the project)

As business created can only be counted once they have been trading for 12 months, the majority of performance outputs as a result of this project will only be evidenced from now, onwards.

## **5. Changes made to the programme:**

Initially, the intention was that Hayes Business Studios would be predominantly occupied by young entrepreneurs as part of the Heathrow City (Ealing/Hillingdon/Hounslow) First Flight Young Entrepreneurs programme. The First Flight programme ended following a number of external factors including:

- The Princes Trust (Youth Enterprise) withdrew eligibility
- The London Development Agency Area programme funding ended 31<sup>st</sup> March 09
- Heathrow City Partnership ceased operating

Applications from potential tenants are prioritised within the following grouping and in-line with achieving occupancy rates profiled within the 10-year financial forecast:

- Priority 1: Young entrepreneurs:
- Priority 2: Entrepreneurs
- Priority 3: Voluntary & Community Sector Organisations
- Priority 4: Commercial Lettings

To date, occupancy has been achieved from Priority 1 & 2 groups.

## **6. The Sustainability of HBS:**

LB Hillingdon has committed £215,454 from Section 106 Funding as a contribution towards on-going 10-year operational revenue costs. Remaining revenue funding will be achieved through rental income secured from both the Business Studios and the meeting room.

Hayes Businesses Studios is now embedded within the Uxbridge College facilities and all key partners are committed to ensuring a successful future for the Hayes Business Studios.

HBS is a member of the UK Business Incubation. This is the leading professional body on the development

and support of business incubation environments in the UK with further links with other similar organisations in Europe.

#### HBS Income Targets

	Income Target	Actuals
1 <sup>st</sup> year 2008/9	£8,632	£7,820
2 <sup>nd</sup> year 2009/10	£26,000	£16,029 (YTDFeb10)

### **7. Factors that have influenced the programme:**

In two years, there have been four different London Development Agency project managers. There have been changes to the London Development Agency funding priorities which led to Heathrow City Partnership being dissolved in August 2009. LB Hillingdon has worked very closely with the London Development Agency to ensure that cash-flow was not disrupted during the build. All funding from the London Development Agency was drawn down by 31st March 2009.

With the closure of HCP, the LDA have asked HBS as a gesture of goodwill to contribute their outputs to the overall programme although these are not part of HBS outputs.

Inevitably the economic downturn has impacted upon business start-up and growth so it is particularly encouraging that occupancy at HBS has exceeded the target during this difficult time.

### **8. Useful feedback for other programmes:**

- It was invaluable to have the expertise of the council's VAT accountant to ensure that the project was able to utilize the full value of the grant without incurring VAT liabilities.
- It has been a very steep learning curve in terms of negotiating grant agreements with the London Development Agency and other external partners, to make sure that required outputs were achievable and that effective financial and management information systems in place.
- It is essential that applicants are supported to produce a robust business plan prior to the tenancy interview to determine the success and viability of their business.

### **9. For the future:**

- To develop the virtual office facility and increase the use of the meeting room with external organisations.
- To continue to widely promote HBS so there is immediate new occupancy as businesses become established and progress to other premises
- The success of HBS to date leads us to believe that there is room for expansion for this type of activity in the borough.
- We would like to continue to work with our partners to expand these opportunities for local residents.

# Taking your first steps in business and need some help?

- Got a great idea for starting your own business?
- Need low cost office space plus support and advice?
- This is a brand new stand-alone fully equipped office facility for those starting a business.



hayes business studios

## Locate your business at Hayes Business Studios.



### Hayes Business Studios provide:

- Studio office space between 15m<sup>2</sup> to 22m<sup>2</sup> (163ft<sup>2</sup> to 237ft<sup>2</sup>) all on flexible rental terms
- All inclusive rent starting from £245 a month
- Offices include furniture and your own security access
- Ideal for self employed or a business with 1 or 2 members of staff
- Free ongoing professional one-to-one business support and advice
- Access to free seminars including sales and marketing
- Free wireless broadband network connection
- Meeting/Training Room 34m<sup>2</sup> (366ft<sup>2</sup>) with full conference facilities
- Office cleaning services, on-site caretaking and security included
- A location with great transport links.

### On-site facilities include:

- Free car parking and disabled spaces available
- Lifestyles leisure complex
- Bistro-style restaurant

### How to apply or find out more

Contact Martin Blandy, HBS Manager:

- [info@hayesbusinessstudios.co.uk](mailto:info@hayesbusinessstudios.co.uk)
- 01895 471010
- [www.hayesbusinessstudios.co.uk](http://www.hayesbusinessstudios.co.uk)

Hayes Business Studios, Hayes Campus, College Way,  
off Coldharbour Lane, Hayes, Middlesex, UB3 3BB

# 01895 471010

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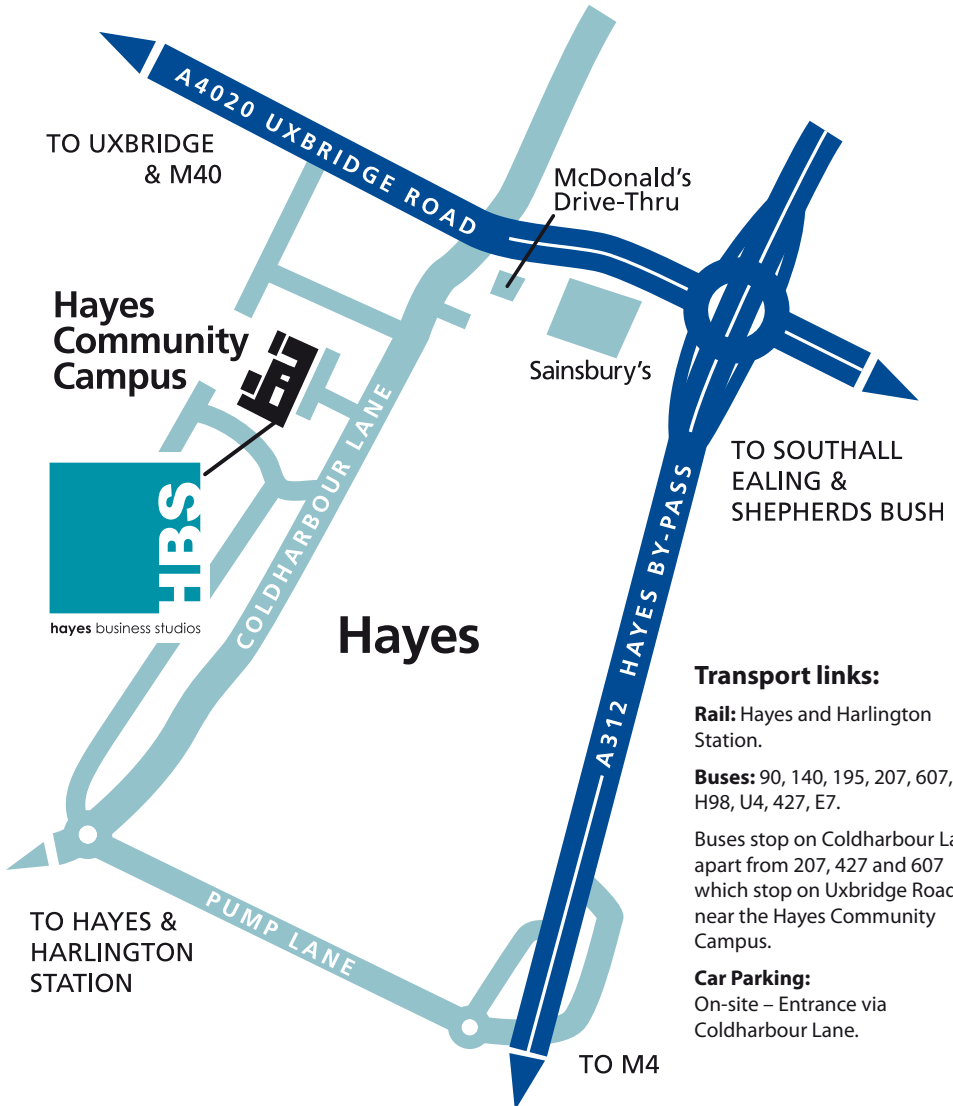
# How to Find Us

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off Coldharbour Lane, Hayes, Middlesex, UB3 3BB

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## Transport links:

**Rail:** Hayes and Harlington Station.

**Buses:** 90, 140, 195, 207, 607, E6, H98, U4, 427, E7.

Buses stop on Coldharbour Lane apart from 207, 427 and 607 which stop on Uxbridge Road near the Hayes Community Campus.

## Car Parking:

On-site – Entrance via Coldharbour Lane.

# Want to hold a meeting, run a training session or deliver a seminar at very low rates?

## Hayes Business Studios has the ideal facilities.



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The meeting and training room has all the latest IT conference facilities including an interactive Smartboard.

This flexible room is 34m<sup>2</sup> (366ft<sup>2</sup>) and can be arranged in several seating formats:

- **Boardroom** – sits up to 14
- **Classroom** – sits up to 12
- **U Shape** – sits up to 14
- **3 syndicate tables** – sits up to 6 on each table



### Room Hire Rates

- **Full Day** £100 + VAT
- **Half Day** £50 + VAT
- **Hourly** £15 + VAT



### Location of Hayes Business Studios

Hayes Business Studios offers free car parking with disabled spaces. It is near a major local route, the Uxbridge Road (A4020). Hayes has an excellent local bus service linking it with Ealing, Uxbridge and Ruislip. Hayes and Harlington railway station is just a short bus ride away.

### Refreshments and Catering

We can arrange catering to suit your requirements at an additional cost, including:

- Teas and coffees
- Light forked lunches
- Silver service bistro-style restaurant.

Hayes Business Studios,  
Hayes Campus, College Way,  
off Coldharbour Lane, Hayes,  
Middlesex, UB3 3BB

### For further information:

To discuss your requirements further, please contact Martin Blandy, HBS Manager:

- [info@hayesbusinessstudios.co.uk](mailto:info@hayesbusinessstudios.co.uk)
- 01895 471010

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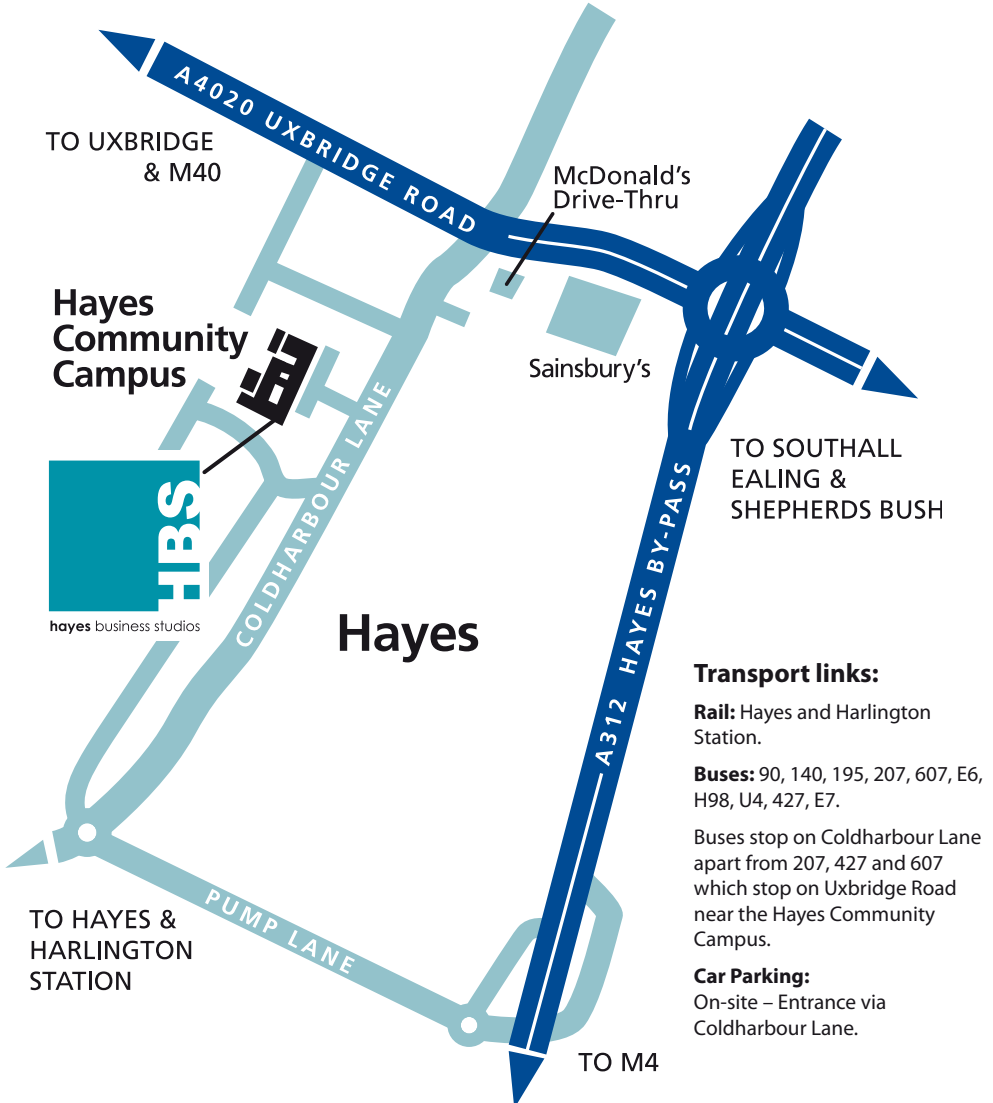
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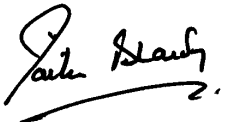


## Welcome

It has been a busy first year for the Hayes Business Studios (HBS) and I am delighted to inform you that nine out of the ten office studios have now been occupied by business start-ups.

The current occupants range from a health and social care agency to an international air freight shipper. As existing HBS businesses grow and need to move on to bigger premises, there will be the need for HBS to continually look for other business start-ups to move in.

If you know anyone that would be interested in the HBS offer, please pass on our newsletter and details.



Martin Blandy – HBS Manager



## In this Spring issue –

-  **Coming soon - HBS Mail Box facility**
-  **Free Business Link workshops and seminars in London**
-  **HBS meeting room for hire**
-  **European Freight Solutions Ltd – case study**
-  **The HBS offer for business start-ups**

## Coming soon - HBS Mail Box facility

Our HBS Mail Box facility will give local individuals and businesses the prominence and respectability of a west London office without the physical office space and associated outlay. This is an ideal option for freelancers, self employed and small businesses.

The benefits of this service include:

- Post received and signed for
- You can collect your post at a time to suit you between 8.30am and 6.00pm
- 25% discount on the hire of the HBS meeting room
- Access to business support and advice.

For more details and costs, please contact Martin Blandy.



## Free workshops and seminars to develop your business

Take advantage of free workshops and seminars to help you develop your business even further. Business Link, a free business advice and support service, offer business start-ups the following seminars:

- **Exploring new markets:** 27 January, 9.00am – 2.00pm
- **50 ways to promote your business on the internet:** 4 February, 9.30am – 1.30pm
- **Financing growth:** 10 February, 9.30am – 2.00pm
- **Website optimisation and e-marketing workshop:** 24 February, 9.30am – 2.00pm
- **Effective marketing:** 2 March, 9.30am – 4.15pm.

For full details on these and other free workshops and seminars being run by Business Link in London, please go to [www.businesslink.gov.uk](http://www.businesslink.gov.uk)



## European Freight Solutions Ltd Studios 6 and 7

*“European Freight Solutions is a freight-forwarding company which has 11 offices operating in Europe including Frankfurt, Paris, Amsterdam, and the London head office at Hayes Business Studios.*

*Before setting up the company I worked in the freight-forwarding industry for ten years. You get experience of the industry, and my biggest strength is my understanding of the business.*



*HBS has so many good things – for me particularly, I was looking for a low-cost office, and I don't think there is a better place. It is well presented and organised and has all the features a small start-up business requires. It has everything you need to get your business off the ground.*

*The idea of my business is to consolidate our international shipping agents under one roof to provide a more efficient service for Europe. The web-based system we are developing will mean that shipments can be arranged and monitored online which is a huge advantage especially for an international business. It overcomes problems with time differences, and reduced manpower, communication and response times. It also lowers costs, so everyone wins.”*

**Sanjiv Jain, European Freight Solutions Ltd**

Website: [www.efslgroup.com](http://www.efslgroup.com) Email: [info@efsl.co.uk](mailto:info@efsl.co.uk)

## Want to hold a meeting, run a training session or deliver a seminar at very low rates?

Why not hire the HBS meeting room? It is equipped with the latest Smartboard technology and is ideal for presentations, pitches and meetings.

The meeting room is 34m<sup>2</sup> (372ft<sup>2</sup>) and can be arranged in several seating formats:

- Boardroom - sits up to 14
- Classroom or U shape - sits up to 12 -14

**Costs:** Full day £100 + vat, half day £50 + vat and hourly £15 + vat. Room hire rates are very competitive and further discounts may be available. Please contact Martin Blandy for more information.



We can arrange catering to suit your requirements at an additional cost, including teas and coffees, light forked lunches & silver service bistro-style restaurant.



## The HBS offer for business start-ups

HBS is offering office space and support for small businesses starting or trading for less than 12 months with big ambitions.

The all inclusive monthly fee starts from £245 + vat (from 15.18m<sup>2</sup>) and includes:

- Telephone line rentals on two telephone lines
- Wireless broadband connection
- Business support and advice 1-2-1 (on-going)
- Cleaning and security
- Heating, lighting and electricity
- A digital telephone with voice mail facility
- Use of the HBS office furniture provided
- Seminars (marketing, sales and finance etc)
- Business rates
- Car parking.

Photocopying and any telephone calls made are additional costs and are charged by usage.

**Want to find out more about the solutions available for you at HBS? Please contact Martin Blandy:**

[www.hayesbusinessstudios.co.uk](http://www.hayesbusinessstudios.co.uk)

01895 471010

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