

ENTERPRISE ONLINE: February 2010



A welcome from Senator Alan Maclean

Welcome to the latest newsletter from Jersey Enterprise, the States agency responsible for delivering key initiatives to stimulate economic growth.

2009 was a challenging year for business, and for the States of Jersey as the Island steeled itself against the effects of the global economic downturn. Nearly all sectors of the economy were affected and sadly, though inevitably, jobs have been lost. I and my colleague the Minister for Treasury and Resources, with the full backing of the States, are determined to continue mitigating the effects of the recession locally ensuring the Island's business community is in the best position possible to take advantage of recovery when it comes.

Jersey Enterprise has risen to meet these many and various challenges, ensuring government support reaches businesses that need it most and nurturing new enterprises that will form the backbone of growth in the months and years to come.

Jersey Enterprise has employed a range of measures to ensure this success, from Master Classes and networking

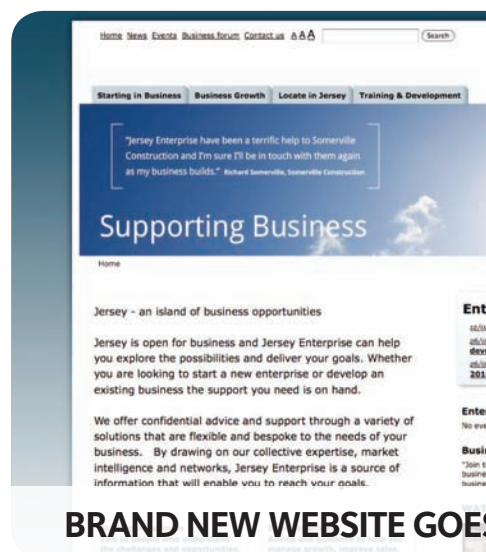
events to the launch of a Business Angels Network and re-introduction of the States Apprenticeship Scheme, most of which have had a beneficial effect on the local economy.

During the year more than 2,500 local businesses sought advice, information and support from Jersey Enterprise. The department gave tangible assistance to nearly 2,000 of these companies, helping to grow the economy by £14.1 million and create more than 1,700 new job opportunities.

Within this newsletter you can learn more about the work of Jersey Enterprise and how the department plans to build on its successes during 2010.

The year ahead will be no less challenging but I am confident that, with the support of Jersey Enterprise, existing and new businesses will continue to prosper and new investment will be attracted into the Island.

**Senator Alan Maclean,
Minister for Economic Development**



BRAND NEW WEBSITE GOES LIVE

Jersey Enterprise is pleased to announce the launch of its new website:
www.jerseyenterprise.com

The new site has been specifically designed to offer practical advice, guidance and information to both individuals and business that are looking to:

- start a new enterprise
- develop a business
- locate a business or expand an operation in Jersey
- seek training and development opportunities

The site has a fresh look offering simple navigation and improved functionality to enhance the visitor's experience.

Some of the new enhanced features include:

- YouTube video streaming
- online event registration
- a business forum - to facilitate business discussions between individuals and businesses

The site provides access to:

- practical business guides and templates
- application, registration and claim forms
- case studies
- information on up coming events and news

Log on today to see how Jersey Enterprise can support you and your business.

STIMULUS SUPPORT

In this edition of Enterprise Online we look at two local companies that have benefited from the funding support offered by Jersey Enterprise.

To learn more about the support using States of Economic Stimulus funding, please contact Jersey Enterprise on 448140 or email enterprise@gov.je.

Small Exporters Grant

Small Exporters Grant is available to companies who employ 5 or fewer staff for export related activities overseas. The grant is for 80% of export related costs up to a maximum of £1000 per company.

Jersey Kayak Adventures (JKA)

Jersey Kayak Adventures was formed in 2003 by Gary Kemp and Derek Hairon. The company offers sea kayak tours and courses around Jersey's coastline suitable for paddlers of all ages and abilities including families with young children.



Jersey Kayak Adventures

JKA approached Jersey Enterprise for a Small Exporters Grant to help establish their export market in order to reach a broader audience off-island, particularly those already interested in kayaking/walking or planning to holiday in Jersey.

As the marketing of the business is predominantly web based the funding will support the development of an e-commerce booking facility on the company's website; creation of web adverts to be hosted on other activity related websites and creation of a number of adverts to be placed in specialist UK magazines.

Derek Hairon of Jersey Kayak Adventures said: "The funding received from the Small Exporters Grant has been extremely beneficial to us in developing our online presence and we are really excited about taking this project further. This essential funding from Jersey Enterprise will help undoubtedly in the generation of new business from the UK and further afield."

For further information about the Small Exporters Grant available from Jersey Enterprise, please visit: www.jerseyenterprise.com/StartingBusiness/TradingOverseas

Enterprise Grant

Alongside the Small Exporters Grant, another funding initiative available from Jersey Enterprise to new start-up businesses is the Enterprise Grant. Awarded on the basis that at least one extra full time member of staff is employed by an organisation, Enterprise Grants will match funding with a maximum of £5,000 available for essential fixed asset items.

Jersey Schools and Sports Kit (JSSK)

Jersey Schools and Sports Kit was launched on 1st January 2010 by Paula Shield. JSSK operates from the former Trolls and Western Store in St. Peter providing an extensive range of school wear and accessories and branded uniforms for a number of primary and secondary schools in the Island.

Since establishing the business, JSSK have concentrated on building stock levels and extending the range available to become a



Paula Shields of JSSK
(picture provided by the Jersey Evening Post)

one-stop-shop for quality school uniforms at affordable prices, with an exciting new range in customised kit for sports clubs, associations and corporate events. In addition to providing a retail outlet, the company is launching its website in March offering a unique concept in online ordering.

The company approached Jersey Enterprise in September 2009 looking for advice and guidance on setting up a company. As a new start up business, JSSK qualified for the support from an Enterprise Grant. The grant has helped furnish the store with a till and stock management system, equipment, storage and heating, plus the refurbishment of the changing rooms.

Paula Shield of Jersey Schools and Sports Kits says: "The support we have received from Jersey Enterprise in helping set up and establishing JSSK has been fantastic. The grant proved invaluable as we have been able to install a sophisticated back office system that will integrate with our website ensuring that we can manage our stock efficiently to deliver a top quality service to our customers."

For more information on the Enterprise Grant, please visit: www.jerseyenterprise.com/StartingBusiness/FundingBusiness

ANGELS SPREADING THEIR WINGS

The Jersey Business Angels Network was recently established by Jersey Enterprise in partnership with Envestors LLP with the aim of developing partnerships between its members and local entrepreneurs. The network gives a unique opportunity for local businesses to not only gain required financial investment, but also mentoring from Business Angels that are willing to share their knowledge and expertise and who are keen to seek out investment potential in local companies.

Having recently completed an intensive series of investment preparation workshops, four local companies, Shades of Time, Slice.biz, 365 Tickets Ltd and DotTVMedia, were given the chance to pitch their ideas to potential angel investors. The 'Next Big Thing' pitch event, which was held on Wednesday 3rd February, was attended by over 80 invited guests. The four local companies were given timed eight minute slots to make their presentations, followed by open questions from the audience.

The evening was a great success and initial interest has already been shown in some of the participating businesses who found the experience extremely rewarding.

Ed Daubeney of Envestors Jersey said; "The Jersey Business Angels Network has made great progress since its inception just under 6 months ago. The network is very much about building a pipeline of talent that will help local companies to thrive, move forward and be part of developing Jersey and its economy."

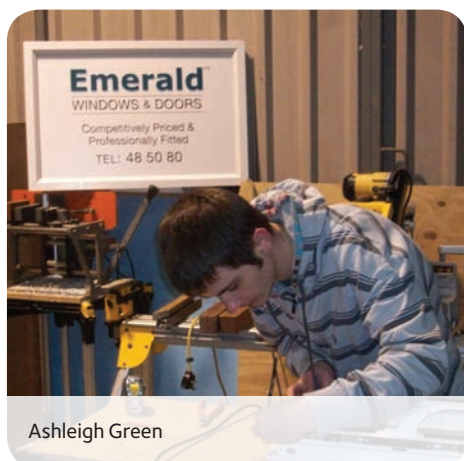
A second Business Angels event will be running in late autumn. Any interested potential businesses, entrepreneurs, and potential business angels should contact Ed Daubeney of Envestors Jersey on 448805 or by email to ed@envestors.je or visit www.jerseyenterprise.com/BusinessGrowth/FundingBusiness



Ed Daubeney of Envestors Jersey

ADVANCE TO WORK NEEDS YOU

Advance to Work was launched in September 2009 as part of the States of Jersey's Stimulus package to support young people aged between 16 and 19 who are experiencing difficulty finding work during the economic downturn. The scheme is designed to act as a stepping stone into the workplace by providing on-the-job training for three or four days per week alongside extensive vocational and key skills training.



Ashleigh Green

ATW offers employers the opportunity to take on enthusiastic trainees, without the financial burden of paying a wage during the early training stages. Trainees do not receive payment for their placement, but may be entitled to £90 per week Income Support. At the end of the agreed period employers are under no obligation to offer trainees a permanent role in their business, although since November 2009, sixteen young people have been offered paid employment following their placements which demonstrates the success of the scheme.

The Advance to Work team is interested in hearing from employers in all sectors of the economy, as they have a diverse mix of trainees with different aspirations. Areas where there is an immediate demand for work placements however include 'practical' placements for a number of young men who are keen to get into some kind of trade or active work, mechanics, and general office work.

To find out more please contact ATW on 449256, advancetowork@gov.je or look at their website www.gov.je/atw



Steve Luce, Jersey Oyster Company, Andrew Parkinson, Nicola Giles, Wendy Richmond and Mike Dowding from Fifteen London, and John Garton of the Genuine Jersey Products Association.

JERSEY DEVELOPS PARTNERSHIP WITH FIFTEEN

After a successful month long partnership between Jersey and London restaurant Fifteen, which began in May last year, members of the Fifteen team were in the Island again last month to further develop the relationship.

Whilst in the Island, the Fifteen team met a number of Genuine Jersey suppliers as well as representatives from Jersey Enterprise, Jersey Tourism and Highlands College which included talks regarding a visit to Jersey of the UK apprentices from Fifteen taking place in March.

March will be the first time the Fifteen apprentices will visit Jersey and will be a great coup for the island in profiling the excellence of local produce to, potentially, some of the UK's future top chefs. Dialogue also commenced during the visit between Fifteen and Highlands College regarding skills development and 'exchange' programmes which will benefit both Fifteen and Highlands trainee chefs.

Following the success of Fifteen's dedicated month to Jersey in May 2009 which promoted the quality and variety of local produce through a specific Jersey menu, educating diners about the excellent produce available on the Island, they have decided to offer a Jersey menu throughout the month of May again in 2010. The restaurant, founded by Jamie Oliver, will feature the best of Jersey's fresh, seasonal produce such as asparagus, butter, crab, cream, fish, salad leaves, and, of course, Jersey Royal potatoes. To make a reservation call 0203 375 1515 or visit www.fifteen.net.

EMPLOYERS SOUGHT TO NURTURE TOMORROW'S TALENT

Now in its fifth year, the Jersey Undergraduate Internship Scheme matches employers who have valuable placement opportunities with local students keen to gain worthwhile experience and develop new skills.

The main objectives of the programme are:

- to introduce local undergraduates to the professional opportunities available in Jersey across a wide variety of sectors
- to provide an avenue for local employers to meet and work alongside prospective, high calibre, local employees
- to assist and encourage young Jersey people to develop new and existing skills through invaluable work experience

If you have project work that requires a fresh perspective, why not take on a local undergraduate? They can offer enthusiasm, new ideas and an alternative approach to solving problems. As recognition of your help to develop students' skills, you are also eligible for financial support from Jersey Enterprise.

Jersey Enterprise can match you with a selection of candidates for you to choose from. Grants up to £1000 are offered for an eight week placement - or less on a pro-rata payment basis as a contribution towards salary costs.

For more information, go to www.jerseyenterprise.com/TrainingDevelopment or call Jersey Enterprise on 448140.

GET YOUR BUSINESS FLYING!

British Airways has teamed up with Jersey Enterprise to offer 20 return Business Class long-haul flights worth up to £75,000 in total to help small and medium enterprises (SMEs) in Jersey win new business from overseas markets.

Small and medium businesses are the backbone of the Jersey economy and they

are suffering as part of the global economic downturn. British Airways are working closely with Jersey Enterprise to provide flights that will support Jersey businesses break and expand into difficult new markets.

British Airways is also calling on other big businesses in both Jersey and the UK to throw their weight behind smaller local companies by joining a consortium. Its aim will be to provide products, services or

expertise that Jersey Enterprise can offer as part of a wider economic stimulus package.

Want to know more?

SMEs interested in information on this offer should visit: www.jerseyenterprise.com/news Businesses wishing to join British Airways and offer help to SMEs should call Jersey Enterprise on 448140.