



EUROPEAN UNION  
Investing in Your Future  
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## **Video case study script: The Renewal Trust – St Ann’s Nottingham**

### Voice over:

I’m delighted to introduce this case study which really does highlight the value of the voluntary and community sector delivering ERDF projects across the region.

### Peter Matkin:

My name’s Peter Matkin. I’m the Deputy Trust Executive of the Renewal Trust. The Renewal Trust was formed in 1997 as the exit strategy of the Nottingham City Challenge Initiative. We deliver a wide range of projects and activities across our operating area in Nottingham. We’ve got high levels of unemployment in the area and a lot of people an alternative to actually getting a job is starting their own business. Previously we’ve delivered various business advice projects that have been ERDF funded since about the year 2000 and we saw an opportunity to apply to the current round. The funding allows us to employ two enterprise coaches who work with local people towards developing their idea for a business and to make sure that it is viable and has got a reasonable chance of success.

### Gemma Morgan Jones:

I think being an enterprise coach is a very rewarding job. You get to know a person well and often your relationship with them is over a long period of time of several months or even up to a year in some circumstances so you get to know the person well and it’s very exciting to be there to see them achieve their dreams, achieve success in their business and to see the starting point and then work with them to set up that business and seeing it grow and thrive.

### Sanji Mohammed:

The Bloomers story is one of those great entrepreneurial stories. There was a service, a long standing day care service within the Trust’s area that closed due to the economic situation we find ourselves in, and the girls came to me and we had a discussion about what way to move forward to carry the service on and it soon became apparent with their passion and their drive that they were the perfect entrepreneurs to carry the business forward themselves.

### Penny:

We are a day centre for the elderly, the over 55s, for those that need just a little bit of stimulation, socialisation, just to be able to mix with other folk like themselves. We was told about Renewal Trust and we decided to get in touch and they helped us from day one, put it all pen to paper and explained every step we had to do and they helped us do it.

Bloomers service user:

It's lovely because it gets you out your flat from where all you're doing is staring at four walls and your television and you don't want to move.

Gemma Morgan Jones:

Personally I think it's really encouraging when you feel like you've made a contribution to a business and you've seen them move on in that journey and it is very rewarding. It's exciting to be part of that process with people.

Penny:

It's just nice knowing that there is somebody that is there to help small businesses like ourselves and because we come under an age bracket there's a lot of funding out there for 18 to 25s, which we couldn't get hold of and just knowing that the Renewal Trust and there was some funding for people in our age. I think it's fantastic. Keep up the good work.