

an historic new venture



With continued determination, and a proven track record in overcoming difficulties, KDT still have our sights firmly set on a brighter future.

This includes developing a World War II bunker *above*, one of seven on Draw Well Road, Knowsley Industrial Park. The site is being cleared and plans to build offices are in the early stages.

We have also acquired a large part of

the former Kodak car park to establish a centre of transport excellence. This will see the relocation of Your Travel Borough Wide to establish a vehicle maintenance facility and parts centre, in turn freeing up space at North Mersey Business Centre.

In addition to these plans KDT intends to build on our current **ISO14001** accreditation by taking this to **ISO18001** ■

recognising our achievements



Knowsley Development Trust has received much formal recognition over the years, with a string of awards from organisations such as the Times Regional Business Awards, Knowsley Borough Council and North West Development Agency.

The pinnacle of our achievements came in 2009 when we gained the Queen's Award for Sustainable Development, with excellence in economic, environmental, social and leadership ■

introduction: three independent companies, one common goal

Knowsley Development Trust, Your Travel Borough Wide and Knowsley Enterprise Academy: three linked but independent organisations which continually evolve to meet the demands of their clients and the difficulties facing our economy.

The early 1990s suffered an acute shortage of jobs across Knowsley, particularly in Kirkby which saw the loss of major manufacturers such as AC Delco, Kraft Foods, Hygena, Birds Eye, Massey Ferguson and Otis Elevator.

With unemployment at an all-time high, there was a real need for affordable business premises in which entrepreneurs could grow their ventures.

Tower Hill Development Trust, trading as North Mersey Business Centre, became self financing within three years and, to reflect its wider impact on the borough, changed its name to Knowsley Development Trust in 2000.

This new organisation's healthy surplus, along with the vision of a new board of directors, led to the creation of a purpose built Youth Enterprise Academy in 2002. Similar proactive thinking in 2004 identified a need for community transport for education providers and Your Travel Borough Wide was born.

The group now shares a board of directors and a dedicated team of 36 staff. North Mersey Business Centre is now home to over 90 enterprises and has helped to create over 1,000 others, providing 5000+ jobs, during our 22 years of operation ■



Over the past few years businesses have faced a serious economic downturn. Our approach has been proactive - implementing measures to ensure long term growth.

This has resulted in upgrading most of the YTBW fleet, adding a new creative arm to KEA and updating offices and facilities for our KDT tenants.

Introducing these improvements has put all three organisations in a far stronger position than they were in three years ago. Thank you to all staff, directors and our CEO for their continued support and help.

Aliyes Hassan, Chairman

I would like to express my thanks for the determination, dedication and visionary management shown by our multi disciplinary teams and their staff.

They have developed new projects, products or services which not only provide financial protection to our organisations but more importantly have focused on our customers and what they need or require.

We are determined to focus all our energy and resources effectively and efficiently to ensure that the communities we serve continue to derive the most beneficial outcomes.

Steve Dumbell, Chief Executive



editorial: tough times and new horizons

KDT has not been immune to the current economic downturn affecting almost every SME.

We are all aware of the present recession and its effects on energy costs, job security and cutbacks to social welfare and funding. Knowsley Development Trust has aimed to minimise these negative effects through a variety of new strategies and innovations.

Without compromising our philosophy, the quality of service we offer to our tenants or our commitment to the people of Knowsley,

we have channelled our efforts into maintaining a stable, successful business environment.

Our new Phase 4 serviced offices now incorporate a VOIP phone system, broadband and free electricity. At the other end of the scale we have developed Virtual Offices at minimal cost - enabling small and start-up enterprises to create a professional image right from the outset with a prestigious Earl of Derby Complex address.

Rent levels for existing tenants have not

been increased for four years - a strategy which insulates them against rising commercial property rents, supports them through this difficult period and offers outstanding value for money.

However tough these times may be, the ethos of KDT remains clear - to offer the best possible environment to grow your business.

Lillian Maines
Lettings Manager, Knowsley Development Trust



ormside station reborn

Pupils who attended the now defunct Ruffwood School in Kirkby will no doubt have fond memories of Ormside - the disused Lake District railway station used by the school for weekend trips, residentials and holiday accommodation.

KDT recently donated monies totalling £2,500 to *Friends of Ruffwood School* to enable them to undertake much needed renovation work, bringing the facilities at Ormside up to date for the benefit of pupils across Knowsley ■

a brief history

There have been seven construction phases at North Mersey Business Centre - each enabling us to offer a wider range of facilities.

The 7.5 acre site has turned an initial public funding investment of £4.2million into an asset valued at over £10million.

During the economic boom, the Business Centre sustained an impressive 100% let over the seven years from 2004 to 2011.



Over half of our tenants have doubled in size - with many outgrowing the site and moving to other premises.

During that same economic boom, healthy surpluses enabled the Trust to covenant over £1million in cash and kind into both our sister organisations, Knowsley Enterprise Academy and Your Travel Borough Wide, enabling both to fulfil their respective roles of *making a difference* to our community ■

praise indeed



Last year Knowsley Development Trust commissioned an external review of our organisation from the Liverpool JMU European Institute for Urban Affairs.

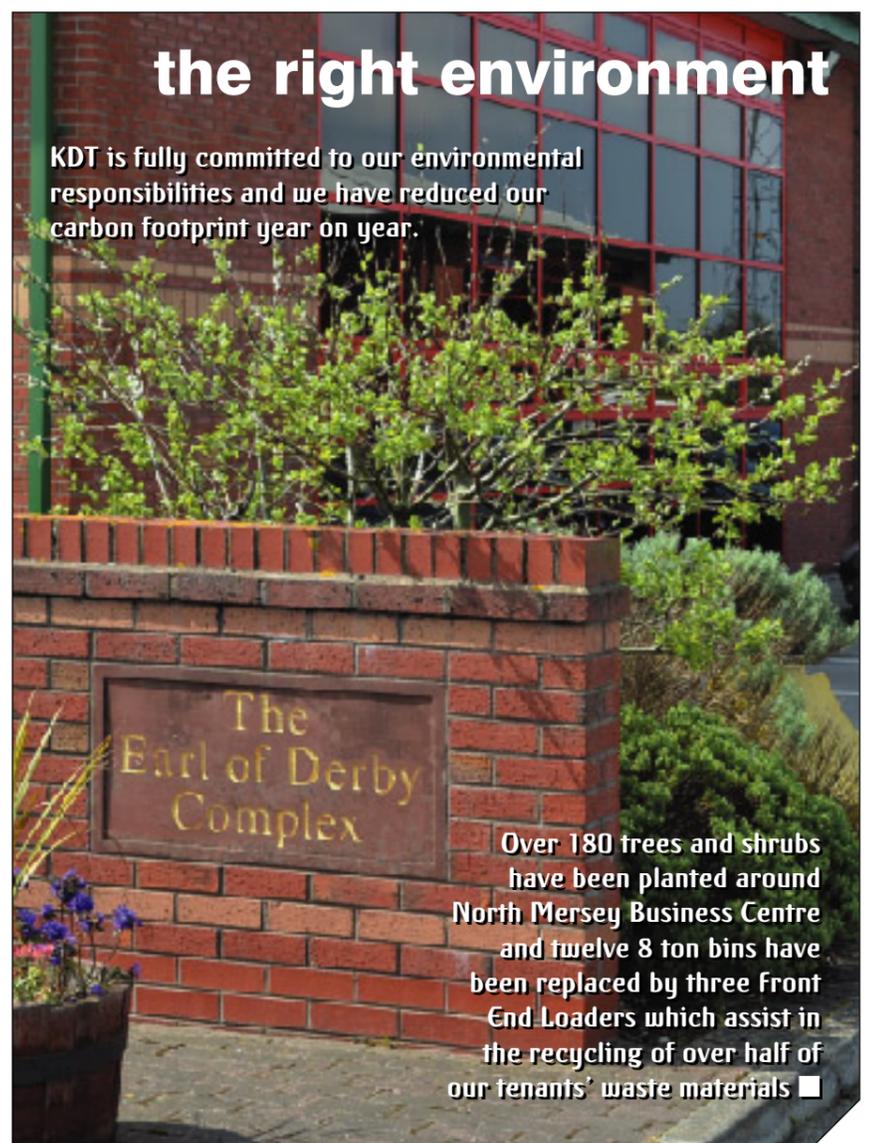
The document looks at the origins and development of the Trust, examines how well our model of social enterprise works and identifies policy lessons other organisations might learn from.

Prof Michael Parkinson CBE commented: "I strongly recommend this report to Government ministers, civil servants, local government officials and all those working in

the community...indeed it would reward anybody who is interested in what an enterprising and caring Big Society should look like." ■

the right environment

KDT is fully committed to our environmental responsibilities and we have reduced our carbon footprint year on year.



Over 180 trees and shrubs have been planted around North Mersey Business Centre and twelve 8 ton bins have been replaced by three front End Loaders which assist in the recycling of over half of our tenants' waste materials ■



The Showcase Cinema in Croxteth rang to the sound of laughter recently when over 350 guests attended the premiere of the **Laughing Matters** project. This film competition had given 100 pupils from the seven Knowsley Learning Centres the unique opportunity to produce a short comedy film with an educational slant.

Ranging from social commentary on fashion to trying to survive a week

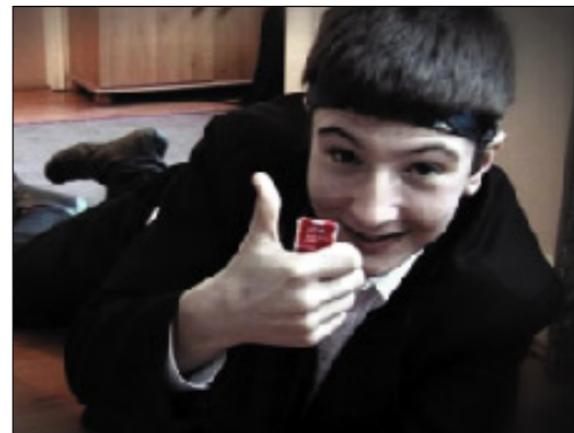
without a mobile phone, the films were conceived, written and filmed by pupils teamed with our partners from Liverpool John Moores University. Their determined students gained vital work experience whilst ensuring pupils' ideas were transformed into films with a clear message to teenagers.

Every pupil received a DVD of their film and special awards were also presented to recognise particular efforts in Direction, Story Writing and Camera Work.

To see the films visit www.neetv.co.uk



Oh Dad! by Kirkby Sports College Cfl pupils



St Edmund Arrowsmith Cfl's Code Blue



Halewood Cfl presents Fashion Fighters

a neet idea

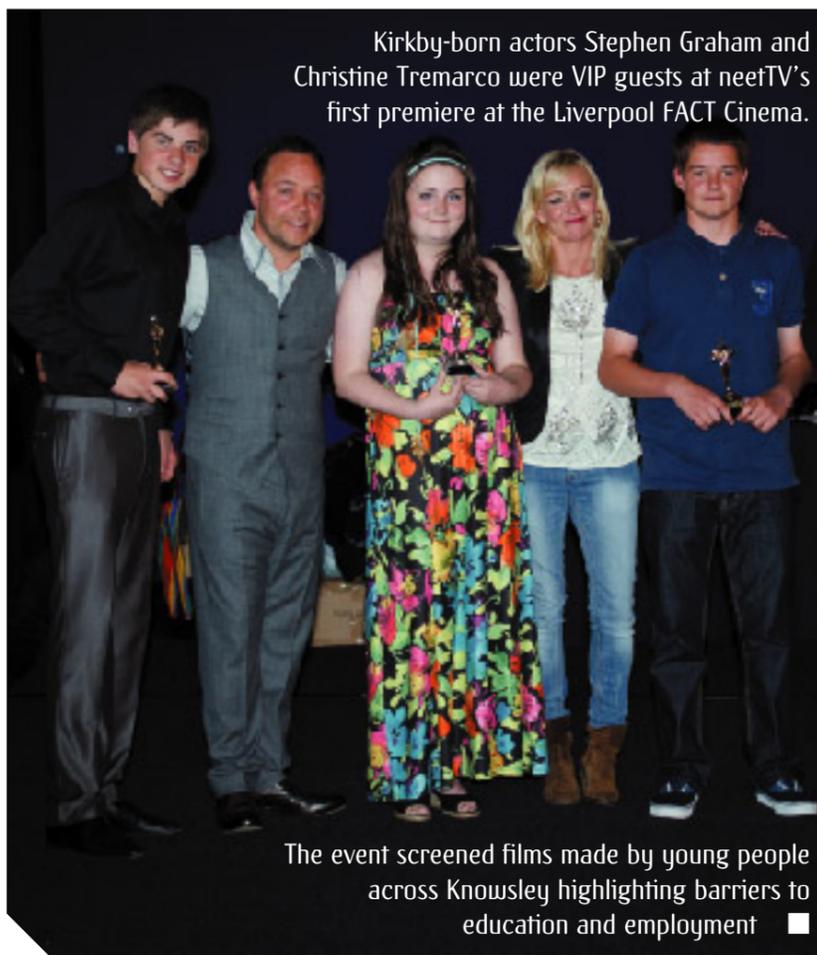
Since January 2010, Knowsley Enterprise Academy's neetTV project has engaged young people who are NEET (*Not in Education, Employment or Training*). The project motivates and equips youngsters with the new skills they need to enhance their employment prospects.

Through a range of media based activities, 119 young people engaged in the first neetTV programme and learned the importance of issues as diverse as Health & Safety in the Workplace and Problem Solving.



Along with time management and communication skills, participants also learnt about camera and lighting techniques and video editing. Learners achieved Open College Network Credits in Developing Group and Teamwork Communication Skills.

KEA aims to grow neetTV's activity to offer film production services to organisations and private companies, allowing us to continue to develop as a sustainable social enterprise



Kirkby-born actors Stephen Graham and Christine Tremarco were VIP guests at neetTV's first premiere at the Liverpool FACT Cinema.

The event screened films made by young people across Knowsley highlighting barriers to education and employment

creating a future

KEA's Creative Routes programme worked with 31 young people from Knowsley who faced a variety of barriers to finding employment.

The project focussed on equipping participants with key skills as well as offering a personalised approach for them to move into further education or a career. All students engaged in an enterprise activity which enabled them to raise funds for

various local charities.

Everyone involved gained an OCN qualification in Essential Business Skills, along with qualifications specific to their chosen career, such as fork lift licences and CSCS cards.

They have since progressed into apprenticeships, training and employment - with three students now working for organisations based at North Mersey Business Centre

when the bell rings



A group of Year 9 girls from YWCA's Platform 51 worked with our neetTV project to produce a short, hard-hitting film about the choices faced by teenagers when they leave school. The film explores the temptations faced by young people and the consequences of their decisions



editorial: when standing still isn't an option

Like almost every business, Knowsley Enterprise Academy has faced some difficult decisions in recent times.

Education and training are just two areas affected by the current economic climate and cuts. The decline of the Work Based Learning programme brought our KS4 Enterprise Programme to an end in July 2011. Similarly, the demise of the Working Neighbourhood Fund closed our Creative Routes to Employment Programme.

To survive this downturn a different approach was required - now more than ever, KEA had to move with the times. The organisation required restructuring to take us forward into a new direction - thus the focus on developing our neetTV project was born.

This allows us to continue to support young people who are NEET or at risk of becoming NEET. Just as crucially, it makes us a much more sustainable organisation - as our independent commissions grow, the money they generate will support the projects we deliver to young people across Knowsley.

Knowsley Enterprise Academy has faced some tough decisions but we move forward with the same determination and innovation which has always been our standard.

Sue Temple-Fielding
Programme Manager, Knowsley Enterprise Academy

editorial: moving forward - the pride of the fleet

Your Travel Borough Wide is now in its eighth year of operation - and continues to serve our clients well.

Back in 2004 we rolled out 6 vehicles - our current fleet of 30 makes us one of the fastest growing community transport operations in the North West.

Our 520 members make good use of vehicles ranging from 8 to 68 seats - with over half having wheelchair access. YTBW's 30 staff are all trained in First Aid, Midas, drug and

alcohol awareness and safeguarding. This year they also undertook a two day Vosa daily walkaround course and gained NVQs in Customer Care.

In common with many companies, YTBW has been affected by cuts and measures have been taken to ensure our long term future.

A review of our assets brought about the disposal of some smaller minibuses which have become unviable due to the decline of Work Based Learning initiatives across the

region. We instead concentrate on mass passenger movement - aided by the acquisition of several large 68 seater buses.

We also faced the painful decision of losing members of staff but, with the economy shrinking, our priority had to be the safeguarding of the service we provide schools and community groups across the region.

Anna Owens
Transport Manager, Your Travel Borough Wide



safety first



Eastcroft Primary School in Kirkby teamed up with Your Travel Borough Wide, Knowsley Enterprise Academy and neefTV to produce a short film on the importance of travel safety on school outings and trips.

The Year 6 pupils devised and produced the film, which sees many of them playing drivers, assistants, passengers and even teachers!

The collaboration was cooked up by Your Travel Borough Wide and our

sister charity, Knowsley Enterprise Academy who run neefTV.

The finished film is being distributed to schools across Merseyside to enhance safe practice while travelling on buses

liverpool

Your Travel has been involved with the Liverpool City Council *Learn to Swim* programme for four years. The project aims to teach every primary school child to swim 25 metres. Our partnership has gone from strength to strength and we now transport around 1,500 children a day

sefton

We have been given entry onto Sefton Council's Transport Framework and will gradually increase the number of schools and groups using our services. Over the coming year we envisage making a major impact across Sefton

halton

We are currently undertaking our second tender process with Halton Council after being invited to 'sell' our services to the Transport Unit

st helens

Our assistance with a project designed to develop the swimming skills of St Helens school children has seen Your Travel deliver a range of contracts for individual schools in the borough

new horizons

Many of the changes which have occurred at YTBW are due to the Local Authority tightening of purse strings and whilst some had been expected and prepared for, others came out of the blue.

However, by widening the geographical area we serve and actively seeking to increase our number of member groups, we have developed into a more passenger focused, mass movement, organisation.



Over the coming year the initial stages of Your Travel's purpose built garage will begin and will enable us to look forward to new premises, and new beginnings

new directions

The past year has seen Your Travel add several new vehicles to our fleet, including two 68 seat vehicles recently deployed in Afghanistan - which still had the sand to prove it! These revamped Ministry of Defence buses have increased our total seating capacity to 893



fresh from Afghanistan

a quick spit and polish later