



NEWS RELEASE
Release Date Monday 12 September 2005

Going for Growth with PSYBT

Body and Sole have stepped onto the property ladder and are expanding their business thanks to assistance from the Princes Scottish Youth Business Trust (PSYBT). Iline Afrin, owner of Body and Sole, was recently awarded a total of £20,000 expansion funding to help her purchase and refurbish new premises at 57 Keith Street, Stornoway. Body and Sole offers a range of beauty services including customised skin care treatments, massage treatments, body wraps, make up, waxing, tinting and bronzing.

Iline attended a PSYBT Growth Panel in Glasgow where she met with Evelyn McDonald, Growth Fund Manager from PSYBT and a Panel of volunteers from central Scotland. The Panel assessed Body and Sole's application to the PSYBT Growth Fund including her business plan and financial projections. The Panel felt that Iline was able to demonstrate a clear potential for the growth of her business and awarded her an Accelerator Loan of £18,000. Previous to this Iline had met with the local Lewis Panel in Stornoway where she was successful in applying for a £2,000 expansion loan. Delighted to accept her cheques totalling £20,000, Iline said "I am very grateful to the PSYBT for all the help and assistance they have given me and also for their confidence in my plans to grow my business. This is a big step for Body and Sole and I know PSYBT will be there to help me."

Congratulating Iline on her success, Councillor Donald Maclean, PSYBT Regional Chairman in the Western Isles said "Iline Afrin shows very real promise, she is mature beyond her years and has thoroughly researched all aspects of the business. She has expanded her business with enthusiasm and I have every confidence that she will continue to succeed in her chosen field."

Body and Sole will shortly be moving from their premises on Bayhead Street, Stornoway, where they have been based for two years, to their new premises on Keith Street which is currently being refurbished. Moving with Iline will be her father Murdo Afrin, Chiropodist and her sister, Anne Marie Macleod, Hands Up who presently share premises with Body and Sole. The new larger premises will enable a range of personal care services to be incorporated under one roof and will include beauty and skincare treatments, spa treatments, nail treatments, chiropody, hairdressing and reflexology.

PSYBT in the Western Isles offers start-up funding and advice to young people aged between 18 and 30, with a business idea of their own. The PSYBT Growth Fund is available to businesses who have previously received PSYBT support and who can demonstrate significant potential for growth and an inability to raise some or all of the money elsewhere. For further information contact: Jane Campbell, PSYBT Regional Manager, Business Advantage, Town Hall, Stornoway, on 01851 707475 or visit www.psybt.org.uk or www.cne-siar.gov.uk/business.htm



Photo:- Iline Afrin, Body and Sole at her new premises on Keith Street which is currently undergoing refurbishment.

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