



NEWS RELEASE

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INAUGURAL PSYBT REGIONAL GATHERING HAILED A SUCCESS!

The first ever Prince's Scottish Youth Business Trust (PSYBT) Annual Gathering of Volunteers and Businesses was held in Era - the newly transformed and renamed Heb lounge - on Monday 25th February.

Councillor Roddie Mackay, recently appointed as PSYBT Western Isles Regional Chairman opened the proceedings by thanking everyone for attending and spoke about his experiences as a PSYBT Panel-member and Aftercare volunteer, before underlining the value of events like the Regional Gathering in bringing businesses together to share and exchange views, information and contacts.

The event was attended by PSYBT Chief Executive Mark Strudwick and Director for Marketing and Communications, Margaret Gibson. The Chief Executive gave thanks to the PSYBT businesses and volunteers who attended. Mark commended the businesses on their successes and commented on the high survival rates of businesses in the islands compared to other areas. He also reinforced the importance of networking and the mutual benefits of forming strategic alliances with other local businesses.

Networking was a key feature of the evening and attendees were encouraged to circulate, meet new people and share information. Several 'networking clues' were placed around the venue to promote this. Those present also undertook workshops on Marketing with Margaret Gibson - and on Money Matters, facilitated by PSYBT Volunteer and Comhairle Financial Awareness Officer, Sandra Macrae.

The Gathering also heard from two PSYBT-supported businesses. Willie Campbell of The Open Day Rotation and Christine Macintosh of Heb Hostel outlined their fascinating individual life journeys - from leaving school to setting-up their respective businesses.

The evening concluded with a stunning performance of several of his latest songs by Willie Campbell - who has just released his new album, 'Down by the Head'.

The PSYBT assist over 500 young businesses per year in Scotland with advice and funding to start up or expand their own businesses. The Western Isles is one of 18 PSYBT regions and since the Trust began in 1989, 336 young people in the Western Isles have received support to enable them to start up and continue their own businesses. Several of these young business people were present at the Regional Gathering along with some of the volunteers who support them through the Panel process and with one-to-one Aftercare advice.



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. For further information contact: Jane Campbell, PSYBT Regional Manager, Business Advantage, Town Hall, Stornoway, on 01851 707475 or visit www.psybt.org.uk

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