



Background of business

Professional musician Alex Eden knows the Bradford District music scene inside out. So he has no doubt that what local musicians and bands need most of all is better facilities for rehearsing and recording. Also, somewhere they can meet socially to talk about their shared passion for music. Alex decided it was time to create a Music Hub in Bradford and his wife Amy, a tourism specialist, joined him in planning the new venture.

Using their own resources they could have created a modest hub. but they knew Bradford musicians needed something more, so turned to Kickstart for support. The result is Factory St. Studio, based in what once was the biggest worsted mill in the District, at Dudley Hill, Bradford.

Support journey

Initial contact with Kickstart led to a series of meetings with Colin Holmes, a Kickstart Business Counsellor based at Bradford Chamber. Colin has wide experience, especially in the creative sector, so was able to advise Alex and Amy on their business planning, finding suitable premises, raising financial support and marketing their business. Their subsequent journey typifies the stepping stones to success approach which enables Kickstart clients to turn their ideas into commercial reality. They successfully applied for assistance from the programme's Premises for Enterprise scheme and for loan support from the Business Enterprise Fund, using Kickstart funding. To develop a strong brand identity they briefed a Bradford creative agency on what they needed and are delighted with the resulting logo, business stationery and promotional print materials. They also had support in designing a great website which offers on-line booking of the studio's facilities.

Where they are now

News travels fast within the tight-knit Bradford music fraternity. As soon as the first acoustically-sealed rehearsal room became ready for use at Factory Street Studio, booking started coming in. Alex and Amy are confident that by the end of 2008, when the eight remaining rehearsal rooms, the well-equipped recording studio and the guitar repair workshop are all open for business, their excellent facilities will become the first choice of local musicians.

Background Information

Client Names: Alex and Amy Eden

Ward in which trading or resident: Dudley Hill

Business Name: Factory St. Studios

Business Address: Unit 9, Factory Street, Dudley Hill, Bradford, BD4 9NW

Telephone: (01274) 682125

E-mail: amy@factorystreet.co.uk

<http://www.factorystreet.co.uk>