

## No Limits to enterprise in Pennine Lancashire

As a key partner in the 'No Limits' programme Blackburn Rovers has played an active role in helping Pennine Lancashire beat off stiff competition from across the region to be named the most enterprising place in England's Northwest in the Government's 'Enterprising Britain' competition.

Enterprising Britain 2009 is a nationwide competition run by Enterprise Insight on behalf of the Department for Business, Innovation and Skills, and in partnership with the Regional Development Agencies and Devolved Administrations.

Now in its fifth year, the competition celebrates and rewards the most enterprising areas in the UK; those places of enterprise excellence that have helped transform the social and economic fortunes of their area.

The judges were impressed with the innovative approach to enterprise taken by 'No Limits', using ways to engage young people from Pennine Lancashire. As the flagship 'No Limits' project a number of enterprise havens have been developed in the area, including the Blackburn Rovers Enterprise Centre in the Darwen End Stand at Ewood Park (see <http://www.brfcec.co.uk/>). The havens are part of a £30m programme to regenerate the Pennine Lancashire economy through supporting new and growing businesses, creating up to 13,000 jobs and 4,000 new businesses over the next decade.

The Enterprising Britain Awards continue to strengthen the enterprise culture in the UK, by raising the profile of enterprise at a local, national and international level. The Awards provide a model for organisations to aspire to, boosting best practice and development on an individual and community scale.

Mark Hughes, Executive Director of Economic Development at the Northwest Regional Development Agency (NWDA) said:

"There's no doubt that No Limits wowed the judges, who this year had an immensely difficult decision to decide on a winner.

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Steve Hoyle, Director of the Pennine Lancashire No Limits initiative said:

"Our starting point was that our area had low levels of business start-ups and a poor enterprise culture. The No Limits programme is all about removing barriers, encouraging ambition and creating role models in some of the most deprived neighbourhoods in the country.

"Two years into the programme we now have 750 ambassadors for the No Limits message within our target communities. We are delighted to have been chosen to represent the England's Northwest as part of the Enterprising Britain competition."

Earlier this year the NWDA, together with partners opened up the regional competition to find its most enterprising place, with the hope that they will be named overall winner in the national Enterprising Britain 2009 final this October.

During June and July No Limits will be given the chance to prove that they are worthy of the Enterprising Britain 2009 national winner's title when they are visited by members of a high profile national judging panel. The Enterprising Britain 2009 winner will go on to represent the UK at the European Enterprise Awards later in the year.

For more information on 'No Limits' visit the website at <http://www.no-limits.org.uk/>. Detail about the Enterprising Britain competition can be found at <http://www.enterprisingbritain.org/>.