



“It’s the expansion programme we need help with and our business adviser is working with us on that as we now trying to buy our third site. Business Link Yorkshire does work.”

Angela Lanton, Bellezza Academy

Business Link nurtures beauty academy’s growth

Bridlington beauty school Bellezza Academy is sitting pretty after two years of growth – but owner Angela Langton says it wouldn’t be here today without the help of Business Link Yorkshire.

Her company established a foothold in the market thanks to funding sourced through the service. Business Link Yorkshire went on to support Bellezza as it grew into a flourishing business and is now advising on its expansion plans.

Angela decided to launch Bellezza as a social enterprise beauty training centre in June 2006. Thanks to Business Link expert guidance on business planning the academy was trading by November.

Bellezza caters for all ages. Young children join the after-school club to learn the art of manicures, pedicures and facials. Fourteen to 16-year-olds interested in a career in the beauty industry can gain valuable experience at the academy

and work towards their level 2 NVQ. Bellezza is also developing apprenticeship-style training schemes in hair and beauty which would lead to City and Guilds qualifications.

Many of the adults involved are from disadvantaged backgrounds. They include the long-term unemployed and single parents.

“A lot of the young people we’re dealing with are young offenders,” said Angela. “Hopefully we’re doing a good job for them. We help unemployed people progress to a new stage in their lives. We’ve had some fantastic results and proved that the project works.”

Pamper parties also help generate revenue for the academy: six people can treat themselves to a facial, manicure and pedicure for £70. With an annual turnover of £70,000, Bellezza employs two people and supports seven self-employed women.

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Now the business is looking to expand into other areas where its services are much sought after. Bellezza already has a hair salon working with asylum seekers in Hull, and Angela would like another academy in the city, along with branches in Scarborough and Goole.

Business Link is on the case again. Work is underway to identify ways of financing the academy's growth. "It's the

expansion programme we need help with. Our business adviser is working with us to see if we can raise that extra finance because we're trying to buy our third site," Angela said. "Business Link Yorkshire does work."

NB: A social enterprise is a business with primarily social objectives whose surpluses are reinvested for that purpose rather than being driven by the need to deliver profit to shareholders or owners. (DTI, Social Enterprise Strategy 2002)

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