



NAME

ROD BOYES

COMPANY

PINEGROVE LEATHER

TITLE

MANAGING DIRECTOR

WEBSITE

PINEGROVELEATHER.CO.UK



If you would like to learn more about Senior Enterprise visit the website www.seniorenterprise.ie

PROFILE ROD BOYES



Rod Boyes turned redundancy into an opportunity to set up his own business.

Prior to being made redundant, Rod had been involved for ten years in developing world-leading educational multimedia software for children and adults with severe learning difficulties. In 2011, however, the education market took a hit and the company he was working for had to make cuts. It was at this point that Rod lost his job - 'After being made redundant I went job hunting for opportunities in other areas, such as project management and IT roles. I spent forever searching for jobs and finally I was offered a Project Management role for a company producing e-learning systems.' Unfortunately, Rod didn't find this particular role as fulfilling as his previous job and he began thinking about other options. 'I wasn't very happy in the project management role, and I realised that the best thing for me to do would be to get out on my own and become self-employed.' Rod knew that he wanted to set up a business which he was truly passionate about and as a keen musician, he wanted to explore the idea of setting up a business designing a range of leather cases for musical instruments and other hobby and craft equipment. However, he needed advice to get this idea off the ground.

Rod visited his local job centre where he was told about The Prince's Initiative, part of the Senior Enterprise initiative, which supports the over 50s who want to become self-employed or set up in business. 'I immediately logged onto The Prince's Initiative's website and found a wealth of online resources and information. I noticed the SFEDI accredited 'Preparing to Run Your Own Business' course and decided to sign up because this was exactly the kind of help I needed to turn my business idea into a reality.'

Rod really enjoyed the course and found it extremely useful - 'The course was fantastic and helped me focus on the important aspects of becoming self-employed. The course helped me learn all the necessary

skills needed to set up in business - such as cash flow and negotiating with customers and suppliers - as well as providing an inspiring and fun environment in which to learn. I also met other people on the course who were in the same position as me, which was a comforting feeling. I'm still in correspondence with some of them, so the experience also gave me some useful contacts.'

After completing the course, Rod has now decided to call his business 'Pinegrove Leather' named after a song he played with his band. He is also in the process of doing some market research about his products and coming up with a strategy to market his products online. Rod's next step is to gain a mentor from The Prince's Initiative - 'I've signed up for a mentor with The Prince's Initiative's mentoring programme. I think having a mentor would really help me with business advice.'

Rod is enjoying being self-employed and recommends the services which The Prince's Initiative and Senior Enterprise offer, 'The Prince's Initiative's support has been truly invaluable. It's great that self-employment for people over the age of 50 is being encouraged. They are fantastic in helping over 50s turn their dream into a reality - helping them make the leap into self-employment with the skills necessary to succeed.'

To any other over 50s considering self-employment Rod advises them to give it a go - 'For me, becoming self-employed in my 50s has been so exciting and a fantastic breath of fresh air. After you have been doing the same job for a number of years it's refreshing to have the opportunity to try something different. Being made redundant seemed awful at the time, but it actually gave me the push to do something different and so far it's been an amazing experience.'

For more information about Pinegrove Leather email rod@pinegroveleather.co.uk or log on to www.pinegroveleather.co.uk

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