

## Euro Fund Put to Good Use

Thursday 13 December, 2012

The European Regional Development Fund programme (ERDF) celebrated the 2012 awards ceremony this week which showcased the disadvantaged youth of London and people with challenging backgrounds who have been recognized for their determination, miraculous transformation. The finalists all demonstrated talented and skillful approach to their businesses and the awards ceremony presented the achievements and successes of these competent individuals.

This reputable event took place on Monday night at the spectacular City Hall in London, overlooking The River Thames and was hosted by the Deputy Mayor of London, Kit Malthouse.

The ERDF is committed to helping businesses through mentoring, guidance, funding and offering support in all areas. Over 8,000 businesses have benefited from the assistance of the ERDF and thus have been able to create more jobs and sustain growth in the UK economy. To date the ERDF & ESF has helped an incredible 43,000 Londoners and 35,000 young people gain employment, education or training.

The City Hall glass walled Chamber was brimming with an attentive audience who had gathered to hear about the impressive heart-warming stories of the nominees. They were privileged to hear an inspirational speech from Paralympian, Charlie Walker, from Team GB Sitting Volleyball and as excitement grew it was time for the winners to be announced.

Some of the most outstanding rags to riches stories from the winners were of Adam Taylor of PetShopBowl.co.uk who won the ERDF outstanding business growth award. PetShopBowl.co.uk was set up with help from the Princes' Trust Fund and has been recognized by the ERDF due to exceptional growth and incredible customer service. PetShopBowl.co.uk is an online pet food delivery service, they stock all major brands and are dedicated to saving their customers time and money by offering next day delivery and a unique subscription service to pet food, Bottomless Bowl, so customers never have to worry about running out of their pets favourite food.

Adam said "The support received from ERDF & the Prince's Trust have played an essential part to steer PetShopbowl to achieve such significant growth in just 2 years. I hope that many more businesses will benefit from such positive schemes"

Isha Daley who won the ESF outstanding achiever award gave a touching speech on how she went from being destitute and turned her life around so that she now helps others as a support worker. Tracey Kilty won the ERDF project manager of the year award and her passion and commitment has helped many ERDF businesses.

The Deputy Mayor mentioned an exciting prospect for the ERDF awards in 2014. The EU budget for 2014 has just been proposed and the UK ERDF is hopeful to be allocated a larger amount so they are able to help even more individuals & businesses develop for the future.

After the awards were announced the glamorous event continued and this provided a great chance to see what business entrepreneurs can offer even in these harsh economic times, talk to other business owners and receive advice and insight from business mentors.

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## Company Contact:

### PetShopBowl

T. 01789205095

E. [bark@petshopbowl.co.uk](mailto:bark@petshopbowl.co.uk)

W. <https://www.petshopbowl.co.uk/>

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