

FROM THE RT HON THE LORD MASON OF BARNLSLEY P.C., D.Univ, D.L.



House of Lords

FOREWORD by Lord Mason of Barnsley

It is a pleasure to provide the foreword to this book as it gives me an opportunity to broadcast this enterprise that has its roots at Barnsley Business and Innovation Centre, in Barnsley and Yorkshire.

Historically Barnsley and the North of England has been associated with traditional industries and mining in particular. The decline in these industries has acted as a spur to generating new business, and rekindled the spirit of entrepreneurship that fuelled the industrial revolution.

SWORD SME is an enterprise that paints an entirely different picture of Northerners. In this book, there is set out, a unique and successful approach to innovation ie: new business creation, co-authored by two local lads who have proved themselves.

The SWORD SME Programme is unique and powerful and I have every confidence that it will have a significant effect on employment and wealth creation here in the UK and elsewhere.

If a nation can fast track the growth of its small and medium sized enterprises then it will grow economically and that economic growth will spin off into social improvements.

Once fully networked, the SWORD SME Programme for new business creation will achieve real impact both nationally and across Europe. In this I am confident.

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