



## Will Hayler and Linley Lewis



Names:	Will Hayler and Linley Lewis	Age:	25
Business:	Ticket To Ride	Website:	www.ttride.co.uk
Service:	Gap year surf adventure courses	Degrees:	Politics/Economics
Universities:	Newcastle University / The University of Birmingham	Graduated:	2005

*Will and Linley began their business in response to what they saw as the missing link in the Gap Year market – surfing courses. What began as an idea at university has now grown, with the support gained from a 2006 NCGE Flying Start Programme, into a fully operating company taking gap year students and graduates on surf adventure courses. Their first paid-for course ran in January 2007.*

### The Business

Ticket to Ride offers the ultimate opportunity for those aspiring to learn, experience and enjoy surfing whilst travelling the world.

Ticket to Ride 'Worldwide Surfing Adventures' provides an all-round and totally unique surf travel experience where each 'rider' has a life changing opportunity to live the surf lifestyle while gaining useful and memorable experiences.

### How the NCGE has helped

Will and Linley attended a Flying Start Programme in April 2006, which they found extremely valuable. "The range of advice on hand was extensive and we received tips on a wide variety of business issues from marketing and finance to networking and pitching our business concept; all this was hugely beneficial to our business growth."

At a glance...	
Started Trading:	Feb 2006
Investment	£25,000
Number of employees:	3
Turnover 06/07	£165,000
Turnover 07/08:	£250,000

### Business Growth

Since its first surf adventure courses in South Africa, Ticket To Ride has expanded to offer others in Portugal, Mozambique and Costa Rica and has broadened its package to provide safaris, language learning and opportunities to become involved with community projects. In March 2008, Ticket to Ride won the Dame Anita Roddick Young Entrepreneur Award, presented by the South East England Development Agency. Ticket To Ride surf courses are proving hugely popular and the company is continuing to expand. Current turnover is £250,000 and the goal is to double that figure year on year.

### About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Enterprise and Regulatory Reform (BERR) and the Department for Innovation, Universities and Skills (DIUS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 66% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.