

The New Forest Enterprise Centre Young Entrepreneur Award

James Mitchell (Rodeo Leisure)**Contact:** James Mitchell**Phone:** 023 8178 0868**E-mail:** info@rodeoleisure.co.uk**Website:** www.rodeoleisure.co.uk

James started as an entrepreneur at 11 years old when with his first set of speakers, he started running school discos. Although still at school James' business interests quickly grew to the point where he developed M3 Technologies which specialises in sound and lighting equipment. Through the growth of M3 Technologies, James developed a real interest in theatrical sound and lighting and still at a young age, secured a contract with the BBC



As James' business interests grew he looked into expanding his business portfolio and purchased Rodeo Leisure, a business based elsewhere in the UK. He moved the operation down to the New Forest area from where it has grown steadily ever since. In 2011 Rodeo Leisure was awarded Best New Business in the Brilliance in Business Awards having been a finalist in the same category the previous year.

Whilst Rodeo Leisure would provide more than enough time commitment for many, James continues to expand his business interests. To complement Rodeo Leisure

Rodeo Leisure

The Party & Event Hire Specialists

he has purchased Waterside Marquees and is now moving into the catering industry having purchased a coffee shop in Romsey which his mother now manages on a daily basis.

The coffee shop has seen a 60% growth in its first year and following this success James plans to expand in this sector further still.

James has managed to achieve the growth in his business, particularly Rodeo Leisure organically. Profits are reinvested into the company with new stock being purchased on a regular basis to maintain the highest quality.

