
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 8 January 2014
Subject: Business Start-Up Support
Report of: Angela Harrington, Head of Regeneration

Purpose of Report

This report provides an update on business start up support delivery in Manchester, both through mainstream and local provision. It provides an overview of progress with the recommendations made by the Business Start-Up Task and Finish Group, set up by Economy Scrutiny in 2011. It has a particular focus on the work, delivered by the City Council and through the City Council's contract with Blue Orchid. It also looks at new initiatives such as the Manchester Business and Intellectual Property Centre and the Make A Wave programme to support women to set up social enterprises. It considers access to finance and the marketing and engagement plan that is in place to engage local communities particularly in those areas where take-up of support services and new business start-ups has traditionally been low.

To aid Scrutiny Members reference the findings of the Business Start-Up Support Task and Finish Group, the recommendation number is indicated in brackets next to certain sections for ease of reference. For details of the recommendations please refer to the following paper - 'Update on findings of the Business Start Up Task and Finish Group' report to Economy Scrutiny Committee, November 2012.

Paul Mooney, Director at Blue Orchid will attend the Economy Scrutiny meeting and can provide further details on the Blue Orchid Business Start Up Support programme and respond to questions. A business which has received support through the Blue Orchid programme has also been invited to join the meeting.

Recommendations:

Economy Scrutiny Members are recommended to note progress on business start-up and support and changes to policy and delivery since the last report.

Wards Affected: All

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Background documents (available for public inspection):

Final report of the Business Start Up Task and Finish Group – Report to Economy Scrutiny, May 2012 and the papers and minutes of the meetings of the Business Start Up Task and Finish Group.

'Update on findings of the Business Start-Up Task and Finish Group' - Report to Economy Scrutiny Committee, November 2012

'Access to Finance' – Report to Economy Scrutiny Committee, February 2013

1. Background and overview of current provision

1.1 There have been a number of papers presented to Economy Scrutiny (July 2011, May 2012 and November 2012) which have provided an overview of business start-up support in Manchester, and changes which had resulted from the dis-establishment of the North West Development Agency and the scaling back of the Business Link service. Following the July 2011 paper, Economy Scrutiny set up a Business Start-Up Task and Finish Group to explore business start-up and support issues in more detail and reported back to Economy Scrutiny in May 2012 with a number of recommendations. The November 2012 paper provided an update on those recommendations and on the Blue Orchid led consortium bid for ERDF funding to deliver the GM Business Start Up Service (BSUS) from June 2012 – June 2015.

1.2 The City Council provided match funding to the Blue Orchid BSUS to ensure that there was a universal business start up and post-start service available across the city, particularly for those individuals and businesses not eligible for ERDF. This includes white males in certain wards and retail businesses. Outcomes to date on this contract as well as outcomes on Blue Orchid's delivery of New Enterprise Allowance which forms part of the overall funding package is provided in section 2 of this paper.

1.3 The DWP's New Enterprise Allowance scheme offers out-of-work benefit claimants a weekly allowance, a package of start up support, and a loan of up to £2,500 for start up costs. The New Enterprise Allowance is delivered in Greater Manchester by Blue Orchid and was used as match funding for their ERDF bid. Since the last update to Scrutiny, eligibility for the New Enterprise Allowance has been widened. At inception, the New Enterprise Allowance was only available to those claiming Jobseekers Allowance (JSA) for 6 months or more. The eligibility for New Enterprise Allowance has since been expanded to all JSA claimants, those on Employment Support Allowance (Work Related Activity Group) and Lone Parents claiming Income Support.

1.4 Two partners within the Blue Orchid consortium also separately deliver specialist start up support in Manchester – the Prince's Trust, and Franchising Works. This provision is not contracted by the City Council. The Prince's Trust deliver support to unemployed and disadvantaged 18 – 30 year olds and are also a provider of Start Up Loans. Franchising Works is a programme operating within Greater Manchester which supports those looking to set up a franchise. The consortium partners make referrals to each other to ensure that specialist advice is in place where appropriate.

1.5 The Greater Manchester Business Growth Hub, led by Business Support Solutions, has recently set up the Growth Start-Up Support Programme. This is an intensive programme of support for individuals with the aspiration to set up and grow a business to a turnover of £250k, or employ 5 staff, within the first 3 years of operation. A report on the Growth Hub will be presented to this Committee in March 2014. Their Start Up programme consists of:

- Start Smart Workshops covering the basics needed to start a business such as attributes to run a successful growth business, understanding if ideas are

feasible, cash flow forecasting, registration and insurance and sources of finance

- One to one advice
- Master Classes covering topics such as Market Research; Social and Digital Media; Marketing and Promotion; Understanding Finance; Taking a Product to Market; Building the Right Team; Sales and Customer Service
- Monthly networking events specifically for those who wish to start a business, have recently started trading or are in the first 12 months of trading
- Annual Growth Start Up Conference and Awards Ceremony aimed at those wanting to start a business or those already trading but in their infancy

2. Progress with the Blue Orchid Business Start Up programme

2.1 Blue Orchid work with and support a large number of organisations and community groups who work with a range of specific resident groups. Detailed information on activity being delivered by Blue Orchid is contained within the Marketing and Engagement Plan in appendix E. The plan contains information on citywide and strategic priorities for delivery; referral and joint working arrangements with partner organisations and community groups; and priorities and delivery arrangements in each Regeneration area. Blue Orchid work closely with the Economic Development Unit and the Neighbourhood Regeneration Teams to ensure that delivery is responsive to the needs of individuals and small businesses, and also supports the engagement of individuals claiming out of work benefits who are eligible for the New Enterprise Allowance. *(Recommendation 3)*

2.2 The support offered to individuals, whether they are funded through the New Enterprise Allowance element or through the City Council funded element of the programme is the same. For individuals on out-of-work benefits, the New Enterprise Allowance provides a weekly allowance and access to a start up loan. The widening of New Enterprise Allowance eligibility means that the focus of the City Council's contract with Blue Orchid has shifted more towards those not claiming out of work benefits, support for those not eligible under ERDF, and post-start business services to support business survival. The City Council funding has allowed for a more flexible and responsive support to business start up needs as they arise. Examples are the support that Blue Orchid provided to organisations and community groups tendering for childcare provision through the City Council's procurement process; support for young people trading on the Manchester Youth Market and the start up workshops provided for City Council staff considering Voluntary Severance/ Early Retirement. *(Recommendation 3)*

2.3 Comprehensive information on support for business start up, and other facilities and tools available to residents, is on the City Council's website : http://www.manchester.gov.uk/info/200013/starting_a_business. Blue Orchid has recently rebuilt their website which includes information on local support, workshops and events, and case studies: <http://www.blueorchid.co.uk/in-your-area/greatermanchester/>. The Blue Orchid start up support leaflet is attached as appendix D. The City Council undertakes regular social media promotion of start up support activity and is in the process of agreeing a Business Communications Strategy with the Communications team. *(Recommendation 2)*.

2.5 Blue Orchid have been closely involved with activity in District Centres through the High Street Innovation Fund. All applications for grant funding are referred to Blue Orchid for business plan appraisal, and where further work is needed Blue Orchid will support applicants to develop and improve their business plans. Blue Orchid promote the support available to businesses via Small Business Rates Relief (*Recommendations 15 & 16*)

2.6 The table attached in appendix A shows outputs by ward for the total Blue Orchid Start Up Support programme between April 2012 – October 2013. This includes the New Enterprise Allowance funded activity, the ERDF funded element and City Council funded support. The table in appendix B shows demographic data, including gender, ethnicity, age, disability and employment status, for the programme from April 2012 – Oct 2013.

2.7 Progress on the DWP’s New Enterprise Allowance since April 2012 by Regeneration Area is shown in the table below. The New Enterprise Allowance programme in Greater Manchester is performing very well compared to other regions, and in the first two quarters of 2013/14 has already exceeded the total number of business starts for 2012/13.

New Enterprise Allowance – Outputs April 2012 – October 2013			
	Applications	Pre-Start Assist	Business Starts
Central Manchester	117	41	34
City Centre	8	2	4
East Manchester	128	43	34
North Manchester	125	28	31
South Manchester	174	57	56
Wythenshawe	90	16	24
Total	642	187	183

2.8 Outputs on the programme so far since April 2012 for the City Council’s ERDF match funding and the additional support for those not eligible for ERDF are shown below.

Manchester City Council contract - Outputs April 2012 - October 2013			
	Applications	Pre-Start Assist	Business Starts
Central Manchester	125	32	18
City Centre	15	6	6
East Manchester	112	29	18
North Manchester	105	22	14
South Manchester	236	61	38
Wythenshawe	43*	13	11
Total	636	163	105

2.9 It should be noted that the figures for Wythenshawe are significantly lower than the other Regeneration areas. One of the reasons for this is that Wythenshawe

has a well developed business start up support programme delivered through the Wythenshawe Community Housing Enterprise Project, which has been running for ten years. It offers 1-1 support, workshops and access to managed workspace for Wythenshawe residents. Between April 2012 and November 2013, the Wythenshawe Enterprise Project reports supporting 114 new clients and generated 23 new business starts. Blue Orchid work closely with the project and have an advisor based at the Wythenshawe Enterprise Centre on a regular basis.

2.10 The table below shows 12 month survival rates for the total Blue Orchid programme (including the New Enterprise Allowance clients). This shows that 70% of those business starts who Blue Orchid were able to contact 12 months later (23 of the 33 who were re-contacted) are still trading. The survival rates will continue to be monitored on an ongoing basis as business starts reach 12 months trading. Blue Orchid's target is an 80% survival rate at 12 months. A strengthened post-start support offer through the City Council's contract will ensure that all new businesses receive ongoing support and help achieve a high survival rate.

	Start date					Total
	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	
2012 Business Starts	4	5	6	7	18	40
Still trading at 12 months	1	5	5	2	10	23
Awaiting reply from client	2	0	1	0	4	7
No longer trading	1	0	0	5	4	10

2.11 The changes introduced to the New Enterprise Allowance mid-way through this year's programme, has resulted in more clients being supported by Blue Orchid through New Enterprise Allowance. Due to the complexity of the funding arrangements on the programme as a whole, the City Council is currently reviewing its contract with Blue Orchid to ensure that MCC funding is filling gaps and targeted where it is most needed. The benefit of this will be greater flexibility and support for specific areas and campaigns.

3. Other business start up support

3.1 Other activity is delivered across the city and in local areas by business support providers and community organisations as part of the wider network of business start up support promoted by MCC and Blue Orchid. There is a range of activity being delivered and supported by Registered Housing Providers. The Pod in Moss Side is supported by City South and Mosscafe Housing Providers, offering new and small businesses affordable office space and referrals to Blue Orchid advisers for support and advice. Wythenshawe Community Housing continues to support the Wythenshawe Enterprise Centre in Benchill which offers incubator units, facilities and an on-site business adviser. In North Manchester the Cheetwood Centre in Cheetham offers business start up advice to residents delivered by Upturn Enterprise in partnership with Guinness Northern Counties Housing. Blue Orchid have recently started delivering weekly outreach sessions at the Yes project in Newton Heath which is supported by Northwards Housing. (*Recommendations 8, 9 & 11*)

3.2 The City Council has provided funding to the Make A Wave project, delivered by Ogunte, an organisation that supports women interested in setting up a social enterprise. The year-long programme of workshops and 1-1 advice will support 250 women across the UK, and the City Council's funding will allow 50 women in Manchester to be supported in setting up a social enterprise. Participants will have access to resources, mentoring and coaching by Ogunte's network of women entrepreneurs and innovators. The programme consists of a local business skills boot camp to lay the foundations of a great social enterprise and make connections; mentoring webinars and 1-1 discussions; networking events with advanced social entrepreneurs, highly-skilled mentors, and support organisations; information and advice on crowdfunding; and continued peer-to-peer support and coaching challenges throughout the year. The programme in Manchester has been oversubscribed.

3.3 The Neighbourhood Regeneration Teams (NRTs) are leading on development and promotion of business networks in their areas; East Manchester NRT is currently refreshing the business network with support from Blue Orchid, and North Manchester NRT is exploring options for setting up a new network, building on some of the positive business school engagement activity. Blue Orchid and the Growth Hub also work in partnership with libraries through a variety of activity such as Enterprise Networks, drop-in sessions and joint events. Blue Orchid delivered a series of Enterprise Network events from 7 libraries across the city in 2012/13, which took place in the evenings and offered a rolling programme of workshops, talks and networking opportunities to pre-start businesses and existing small businesses. Blue Orchid will continue to deliver an Enterprise Network from Chorlton Library this year. (*Recommendations 10, 17, 22, 23*)

3.4 Blue Orchid will shortly be piloting regular drop-in sessions from Libraries. The Business Library and Blue Orchid held a joint event during Global Entrepreneurship Week in November which offered speed mentoring with a range of business experts; presentations; and the opportunity for 1-1 advice sessions. Experts at the event included Royal Bank of Scotland, Beevers and Struthers Accountants and Business Finance Solutions. (*Recommendations 17, 23*)

3.5 Manchester's Central Library will host the new Manchester Business and Intellectual Property Centre (BIPC) when it reopens in early 2014. This will enhance and build on the services previously provided by the Commercial Library. Manchester is one of six cities working with The British Library and is playing a major role in the development of the BIPC National Network. This partnership with the British Library brings additional resources, funding and marketing, and is part of the Enterprising Libraries project launched by the Secretary of State for Communities and Local Government. The BIPC will offer a range of services and information to enable the entrepreneur's journey to be as easy as possible, acting as a 'one stop shop' for start ups, small businesses, and innovators. The centre at the British Library's St Pancras site has been very successful - since opening it has been visited by over 300,000 people, helped to create 2,775 businesses, and 3,345 additional jobs in new and existing organisations. The City Council's Library Service is working closely with the Economic Development Unit and partners including the GM Business Growth Hub; Blue Orchid; UK Intellectual Property Office; Manchester Metropolitan University

Business School & their Enterprise Centre to deliver the same services and opportunities to Manchester residents and businesses.

3.6 The BIPC in London has been running their high profile 'Inspiring Entrepreneurs' events for several years, which attract big names and have regular audiences of 250-300 people. Past speakers have included Lord Sugar, Sir Richard Branson, the late Dame Anita Roddick and Orla Kiely. This year Barclays Business Banking is supporting the roll out of this programme across the six cities joining the BIPC network. The funding from Barclays has enabled the webcast of the London events to each of the city libraries alongside local presentations from Manchester entrepreneurs such as Jan Rogers (Marble Beers) and Simon Swan (Hiring Hub). In Manchester three events have now taken place - the latest 'In The Den With The Dragons' was held at the new MMU Business School and drew an audience of 140 people. Local entrepreneur Kamal Basran from the Authentic Food Company told her story before the screening, which featured three Dragons from the BBC series: Kelly Hoppen MBE, Piers Linney, and Doug Richard. Central Library will play host to these events following the re-opening and the British Library will be able to screen them in London.

3.7 The StartUp Engines programme is a successful bid led by the City Council's Manchester Libraries, Information & Archives on behalf of the Greater Manchester authorities, for one of ten awards being granted to public libraries through the Enterprising Libraries project, a new £1.3 million partnership with Arts Council England, the Department for Communities and Local Government, and the British Library. Libraries were chosen to host these as trusted public spaces for information and advice, with a strong high-street presence and an accessible gateway to business and enterprise support. StartUp Engines are an innovative approach to engaging local communities with enterprise and business, and will be delivered by libraries across the GM authorities, offering access to information and experts, and peer-to-peer support. Rollout will commence in early 2014 and be led by a steering group with representatives from Manchester, Rochdale, Stockport and Wigan Councils.

3.8 Manchester Metropolitan University's Centre for Enterprise delivers business start up support project for students and graduates. The University has managed workspace – Innospace - where graduates and others business start ups can set up and receive ongoing support. The Innospace offer includes workshops, master classes and networking on a regular basis. MMU will soon be opening a Digital Innovation Centre which will incorporate Innospace, and this will help establish a network of digital start ups. The City Council will be working with MMU to promote this offer to residents and also plan to facilitate school visits. The University also refers its new business starts to Blue Orchid who provide free post-start support.

3.9 The Manchester Digital Development Agency (MDDA) have run a number of 'Selling on the Web' sessions in the past few years, which aim to support entrepreneurs and small businesses to trade online and use the internet and social media to its full potential. MDDA will be delivering a further Selling on the Web programme early in 2014. The Growth Hub and Blue Orchid hold regular workshops and master classes in social media and selling on the web, as part of the start-up and post-start support offers. (*Recommendation 30 & 32*)

3.10 There are a number of organisations working with schools and youth organisations to engage young people with enterprise. The Young Enterprise Scheme is probably the best known nationally and schools can buy in their programmes as required. Education Business Solutions is a specialist organisation that works with primary and secondary schools, colleges, universities and training providers across the North West of England. They are dedicated to developing the employability skills of young people, and one of their activities is the Primary Enterprise Challenge. Manchester Airport hosts an annual enterprise competition /Dragon's Den for high schools and Business in the Community held an enterprise competition through its business class programme for Manchester and Salford schools in July 2013. As reported to October's Scrutiny Committee, the City Council is currently working on an approach for linking businesses with schools, and one line of this work will be enterprise in schools and how this can be further developed. *(Recommendation 19 & 20)*

3.11 The Economic Development Unit and Children's Services asked Blue Orchid to develop and deliver a support programme for organisations that had expressed in interested in tendering for the City Council's Childcare Framework. One programme was delivered for schools and two programmes for businesses, third sector organisations and associates:

- One day workshop on Preparation for Procurement
- One day Business Planning Workshop
- 2 one to one sessions with a Blue Orchid Business Advisor

Twenty four people from five schools, ten nurseries and childcare centres and other care providers attended. Four subsequently won contracts. Blue Orchid and Children's Services are discussing how continued support can be delivered to children's centres and nurseries.

3.12 A general procurement readiness pilot was developed for the South Manchester Enterprise Network to help local businesses prepare for procurement opportunities that may arise from the Manchester Metropolitan University development in Hulme. Delivered in three four hour sessions on 19 November, 26 November and 3 December the programme covered a wide range of topics. Fifteen businesses registered and ten took part.

4. Access to Finance

4.1 A paper was presented to Economy Scrutiny in February 2013 providing an overview of access to finance support for businesses, provided by the Access to Finance NW service and Business Finance Solutions. *(Recommendations 25, 26, 27)*

4.2 Since that time, the national government funded Start Up Loans scheme, previously available to 18-30 year olds, is now available to entrepreneurs of any age. The loans are delivered in Manchester by a variety of providers, the main one being Business Finance Solutions, who refer applicants to Blue Orchid for start up support prior to the loan being issued. Information obtained from the Start Up Loans Company shows that between the launch of the scheme in September 2012, and September 2013, 102 loans had been approved in Manchester to a value of

£563,910. The North West had received 1069 loans, which was the second highest region behind Greater London.

4.3 Partnership activity between start up support providers and high street banks has developed significantly over the past year. Blue Orchid is in discussion with Natwest and Royal Bank of Scotland to develop partnership arrangements and this will allow development of a range of activity to support business pre-starts looking to access finance.

4.4 The Business Growth Hub is supported by Natwest bank and has recently announced the launch of Start Up Now which is a £15 million fund available to start ups in the North West. This builds on the Start Up Loan offer, with Natwest and Business Finance Solutions working together to support start ups. Natwest business advisors will refer clients that they are unable to fully fund to Start Up Now. There is a strong network of support in Manchester for start ups who are struggling to access finance. The City Council will ensure that Start Up Now is widely promoted to Manchester residents via the website and social media.

4.5 Discussions have taken place between the City Council, Blue Orchid and Manchester Credit Union and South Manchester Credit Union around lending to business start ups and existing businesses. South Manchester Credit Union is currently considering its first business loan. (*Recommendation 29*)

5. Conclusion

The changes to New Enterprise Allowance, Start Up Loans and the introduction of new schemes such as the Growth Hub Start Up programme have shifted the landscape of Business Start Up Support in the past year. Since its inception in May 2012, the Business Start-Up Support Programme delivered by Blue Orchid has delivered positive outcomes for Manchester residents. The flexibility of the City Council's contract with Blue Orchid has enabled the City to remain responsive to changes in business support and support a range of new and innovative approaches to increasing awareness of self-employment and take up of business start-up support. As well as the programme funded through ERDF and the New Enterprise Allowance, there are a number of other organisations in the City offering additional and specialist business support including new comers such as Ogunte, providing support for women social entrepreneurs.

The development of the Manchester Business and Intellectual Property Centre (BIPC) as part of the British Libraries initiative and hosting it as a permanent offer within the newly refurbished Central Library will raise the profile of and access to a wider range of business support activity. This is complemented by the enterprise networks in local libraries. New partnerships between the business support agencies and mainstream banks mean that there is a stronger network of support for companies /start-ups to access finance.

Appendix A

Ward level data for Blue Orchid BSUS programme (MCC and NEA) – April 2012 – October 2013				
Ward Name	Applications	Pre-Start Assist (12 hours of support received)	Business Starts	Post –start Business Assists (12 hours of support received)
Ancoats and Clayton	44	10	10	
Ardwick	42	15	7	
Baguley	29	2	7	
Bradford	47	14	11	
Brooklands	32	10	9	
Burnage	39	11	8	
Charlestown	32	7	9	
Cheetham	51	10	9	
Chorlton	53	12	11	1
Chorlton Park	54	18	21	
City Centre	23	5	10	1
Crumpsall	33	5	5	
Didsbury East	22	4	2	
Didsbury West	24	8	8	
Fallowfield	36	9	5	
Gorton North	44	20	11	1
Gorton South	57	17	11	
Harpurhey	44	10	8	
Higher Blackley	31	8	5	
Hulme	75	23	19	1
Levenshulme	40	18	9	1
Longsight	29	10	8	
Miles Platting and Newton Heath	49	14	11	1
Moss Side	68	19	14	
Moston	39	10	7	2
Northenden	22	5	5	
Old Moat	42	10	6	
Rusholme	28	5	3	
Sharston	23	8	7	
Whalley Range	78	21	19	1
Withington	22	6	7	
Woodhouse Park	26	6	6	
Grand Total	1278	350	288	9

Appendix B

Demographic data for Blue Orchid BSUS programme (MCC and NEA) – April 2012 to October 2013

Gender

	Applications	Pre-Start Assist	Business Starts	Business Assists
Female	544	174	123	5
Male	735	176	165	4
Grand Total	1278	350	288	9

Ethnicity

	Applications	Pre-Start Assist	Business Starts	Business Assists
Asian	102	28	22	
Black	244	62	37	2
Chinese	10	3		
Mixed Background	58	12	6	
Other	109	24	27	1
White	755	221	196	6
Grand Total	1278	350	288	9

Disability

	Applications	Pre-Start Assist	Business Starts	Business Assists
Disabled	66	23	16	
Not Disabled	1118	316	252	9
Not Stated	94	11	20	
Grand Total	1278	350	288	9

Age Group

	Applications	Pre-Start Assist	Business Starts	Business Assists
30 or Under	375	84	93	2
31 to 50 Years	738	213	155	4
51 to 65 years	157	53	40	3
Over 65	5			
Not Stated	5			
Grand Total	1278	350	288	9

Employment Status

	Applications	Pre-Start Assist	Business Starts	Business Assists
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Employed	220	49	30	5
Unemployed	980	285	244	4
Other	78	16	14	
Grand Total	1278	350	288	9

Appendix C

New Enterprise Allowance outputs by Jobcentre (August 2011 – October 2013)

Job Centre	Starts On Scheme	Approved Business Plan	Not Approved Business Plan	Business Starts	26 Weeks Self Employed
Alexandra Park JCP	147	77	30	68	29
Cheetham Hill JCP	124	55	18	47	26
Chorlton JCP	100	66	7	57	30
Didsbury JCP	99	57	10	51	34
Longsight JCP	116	60	12	53	26
Newton Heath JCP	94	33	15	27	13
Openshaw JCP	77	40	10	35	20
Rusholme JCP	79	47	8	43	24
Wythenshawe JCP	93	48	7	43	26

(please note: these are outputs verified by Jobcentre Plus. The evidence requirements for a business start for JCP differs to that required by Blue Orchid, and therefore total figures may not add up)

Appendix D

Blue Orchid Business Start –Up Support flyer



startup

Are you looking to start a business or become self-employed?

Plan and launch your business idea with Blue Orchid's **Startup** service. Offering **FREE*** one-to-one support and a carefully crafted training programme, we'll help you reach your goal.

*subject to eligibility

Our Advisors can help you with:

- >> Advice to help plan and start your business
- >> Specialist training workshops including: marketing, book-keeping and social media
- >> Business plan preparation
- >> Accessing finance
- >> Specialist support for a range of sectors

To find out more, contact our Gateway Team on **0161 341 0245** or visit **www.blueorchid.co.uk**

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Appendix E

Blue Orchid Business Start Up Support Programme (BSUS) - Marketing & Engagement Plan Manchester, November 2013

City Wide - Supporting Council priorities and activities

- Work with MACC who deliver the Council's capacity building support contract for the third sector;
 - Awareness events delivered for MACC staff and for VCS organisations
 - MACC refers VCS organisations that wish to set up a social trading arm to BSUS

- Providing advice at jobs and careers events
 - Jobs fair for young people
 - JobCity (March 2014)
 - "Have A Go" careers aspiration events (Supporting Jan 2014 event)

- HROD: awareness events and support for 110 MCC staff considering VS/ER (9 started up their own business and 6 still on programme)

- Libraries
 - BSUS clients are directed to library start up resources (market research; Cobra; business directories)
 - Joint delivery of events and drop in sessions in libraries across the city

- Children's Services: procurement readiness support delivered to community groups and businesses wanting to tender for the childcare procurement framework.

- High Street Innovation Fund: assessment of submission and supporting business plan development

- Manchester Markets: stand at the first National Youth Market held on Albert Square in May '13 and supported the Manchester Youth Market launch in November '13

- Supported Small Business Saturday UK: promoted the campaign and supporting the promotional bus event in Levenshulme on 25/11/13

- Global Entrepreneurship Week '13: joint enterprise awareness and networking event with Libraries and Business Finance Solutions and RBS on 21/11/13
Further event to be planned in Feb/March '14

Referral and joint working arrangements with stakeholders

- Working with other start up providers to provide specialist support
 - Co-operative Enterprise Hub
 - Prime (for people aged 50+)
 - Greater Manchester Youth Network – helping young people set up fair trade businesses
 - Ogunte / Make A Wave social enterprise readiness programme for women
 - Community based providers (see NRT updates below)
 - Breakthrough UK re support for disabled people (Progress meeting arranged for 10th January)
- Working with the Business Growth Hub
 - Coordination of service with Finance Solutions to support access to loans for New Enterprise Allowance clients (loans to continue till Dec '14 and increased to £2,500)
 - Access to Finance Northwest for Investment readiness support
- Raising awareness of self-employment support and delivering in communities via work clubs
 - Presented at city-wide Work Club Leader networking events
 - Outreach being delivered in Work Clubs (see Neighbourhood Regeneration Team updates below)
- Promoting business premises in communities in conjunction with Neighbourhood Regeneration Teams and other community organisations – enterprise centres and business parks included in the BSUS Advisor Toolkit
- MMU
 - Referral of graduate start-ups for post-start up support by Blue Orchid
 - Clinics and workshops delivered at Innospace (business incubation hub)
- Supporting communities in partnership with Registered providers – delivering outreach in Registered Provider premises and supporting CSR activity (see Neighbourhood Regeneration Team updates below)
- Increasing access to finance pathways (RBS, Barclays, HSBC, Natwest; Manchester and South Manchester Credit Unions).

- Delivery of workshops and 1-2-1 support for the digital and creative sector arranged with the Sharp Project, School of Sound Recording, BIMM and Music base and TechHub.
- Federation of Small Businesses – joint delivery of networking events and workshops
- Chamber of Commerce – referral arrangements in place
- Presented to Beevers and Struthers and Tax Assist to involve them in joint working with Manchester businesses
- Started delivery of the procurement readiness programme in November '13 for start up businesses

Next steps

- Business Growth Hub:
 - Referral arrangements to be agreed with Business Finance Solutions for StartUp Loans UK
 - Confirm referral arrangements with the newly established Growth Start Up Team
- Finalise joint delivery arrangements with Beevers and Struthers, Tax Assist and other private sector partners
- Chamber of Commerce – planning joint delivery of networking events and workshops

Regeneration Areas

Central		
	Specific priority groups and geographical areas	Links with projects / initiatives
Priorities		<ul style="list-style-type: none"> • Promote BSUS by supporting Work Clubs leaders and other key venues. • Linking with managed work space and start up space e.g. Cariocca Business Park, Manchester Science Park, Windrush Centre, St Wilfred’s Enterprise Centre, Wesley Enterprise Centre, Universal Square, Longsight Business Centre, Open Space Coop (Unit 1, 341 Old Birley Street, M15 5RF)

		<ul style="list-style-type: none"> • Make links with Rusholme Business Association, Longsight and Hulme Traders. • Link with Moss Side Retail Group
Progress & Next Steps		<ul style="list-style-type: none"> • Delivery from JCP Alexandra Park (Mondays), Rusholme (Tuesdays) and Longsight (Thursdays) • Met with Cariocca Business Parks to discuss delivery to tenants. Follow up meeting planned with the Chairman of Cariocca Business Parks • Outreach pilot of 121s, awareness and workshop delivered in July – September 2013 for City South Housing. To agree arrangements with City South Housing to repeat outreach provision including links with the Pod/Bubble Enterprises. • Active member of the South Manchester Enterprise Network (SMEN) – delivered social media workshops and offered to run a business start up mentoring programme. Delivery of a procurement readiness programme in November '13 to maximise access to future MMU procurement opportunities. • Attended the Central / South SRF meeting

City Centre		
	Specific priority groups and geographical areas	Links with projects / initiatives

<p>Priorities</p>		<ul style="list-style-type: none"> • Promote support through: <ul style="list-style-type: none"> - Work Club(s): International Learning Centre (Mosely Street), Back On Track and Mustard Tree. - China Town Community Group - Wai Yin, Chinese Women’s Association - Northern Qtr Small Business Forum - Castlefield Forum - Village Business Association - Lesbian and Gay Foundation - Sure Start Centres • Signpost relevant queries from potential start ups/businesses to Cityco and City Centre Regen Team. • Premises <ul style="list-style-type: none"> - Swan Square in Northern Quarter provides new workspace for start ups/growing businesses. - First Street, Coop and the Civic Quarter (St Peter’s Square) developments will all provide new office space. - Tech Hub Manchester just launched to provide new shared workspace at Carver's Warehouse, aimed at technology/digital start-ups to set up/locate in Manchester
<p>Progress & Next Steps</p>		<ul style="list-style-type: none"> • Meetings held with Mustard Tree and Northern Quarter Business forum • Introductory meeting held with China Town Community Group • Established a link with Techhub • Supported Wai Yin with procurement readiness support • Discussions underway with Central Library to establish partnership delivery when new library opens • Agreement with MCC to set up drop in sessions in customer service centre of Town Hall Extension

Wythenshawe		
	Specific priority groups and geographical areas	Links with projects / initiatives
Priorities	<p>BSUS clients who may operate within Airport City Enterprise Zone</p> <p>Wythenshawe Community Housing Gp</p> <p>Northenden Business Association (NBA)</p> <p>Wythenshawe schools</p> <p>Students at The Manchester College (TMC)</p> <p>Work Programme (WP) leavers</p> <p>NEETs (16-19 s not in education, employment & training)</p>	<ul style="list-style-type: none"> • Inform BSUS clients about business rates exemption and training tax incentives for businesses locating in the Airport City Enterprise Zone, a number of linked sites around Manchester Airport, Wythenshawe Centre, Roundthorn, Sharston and University Hospital South Manchester. http://www.manchesterairportez.co.uk/contact • Agree referral and joint delivery arrangements with Wythenshawe Community Housing Group Enterprise Centre and Enterprise Club • Inform NBA members about eligibility & support available to existing businesses and work with individual members on specific support needs. • Provide support to schools participating the Wythenshawe Young Market Apprentice Scheme taking place summer 2014. • Link with TMC campuses at Wythenshawe and Northenden to discuss potential mechanisms to engage & support students considering self employment whilst they are still studying. • Liaise with Wythenshawe Jobcentre to work with WP leavers expressing an interest in & have an idea for starting a business. • Liaise with Connexions to work with NEETs expressing an interest in & have an idea for starting a business

<p>Progress & Next Steps</p>		<ul style="list-style-type: none"> • Delivery taking place from the Forum, Wythenshawe JCP (Mondays) and Willow Park Enterprise Centre • Premises information is now part of advisor toolkit. • Good relationship in place with Wythenshawe Enterprise Centre – referrals, outreach delivery 2 – 3 times per month and supporting network events and workshops. Advisors supported a Dragon’s Den event • Presented to Wythenshawe Business Forum • Supported the Wythenshawe Get Hired event • Met with the Bideford Centre to promote BSUS
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<p>East</p>		
	<p>Specific priority groups and geographical areas</p>	<p>Links with projects / initiatives</p>
<p>Priorities</p>	<ul style="list-style-type: none"> • NEETS – work with Connexions and NRT to address high level throughout SRF • Work with volunteers/ third sector to champion enterprise • Welfare Reform – Work with partners such as RP’s and agencies to promote and support BSUS • Troubled Families – Support the referral process in place as a Tier 2 intervention • East Business Engagement - Support 	<ul style="list-style-type: none"> • Promote BSUS through: <ul style="list-style-type: none"> - Work Clubs and other community venues. - Referral and joint delivery with The Inspire Centre and Bubble Enterprises. - Business engagement events - The Manchester College (Openshaw Campus) • Premises: Sharp Project; One Central Park, Inspire Centre, Hope Hill, Bridge 5, Cariocca business parks • Events: Youth Journey into Employment event and Job City annual jobs fair • Business Engagement Plan being developed for East which Blue Orchid will be supporting

	<p>the forthcoming business engagement events</p> <ul style="list-style-type: none"> • Students/ Graduates – Support the project being developed with TMC. 	
<p>Progress & Next Steps</p>		<ul style="list-style-type: none"> • Delivery from JCP Openshaw (Tuesday) and Newton Heath (Thursday) • Meeting held with Manchester College re delivery of enterprise in the College • Meeting held with the Sharp Project –BSUS has been introduced to SP and Blue Orchid working on how to tie programme in with them • Meetings held with AWOL/Hope Studios, and 121 support will be in place in the coming weeks • Meetings held with Bubble to discuss support for BEN events and delivery of workshops from Inspire • Meetings held Cariocca business parks to arrange drop in sessions • Attended the Youth Revolution and City Jobs Fair • Attended East Manchester Partnership Network • Supported an Adactus IAG event • Supported Adactus residents to access the BEST business grant and held drop ins and workshops. • Delivery of drop in sessions every other Tuesday from Yes! Manchester

<p>South</p>		
	<p>Specific priority groups and geographical areas</p>	<p>Links with projects / initiatives</p>

<p>Priorities</p>	<p>Young people 16+ particularly from the Roma Community.</p> <p>Traders in Levenshulme and Withington.</p>	<ul style="list-style-type: none"> • Promote BSUS through Learning Hubs and other key venues, supporting work club leaders. Including Westcroft Community Centre, Inspire Levenshulme, JNR8 Centre, and Pod. • Promote BSUS step up support through Bright Ideas project @ JNR8 • Linking with traders in district centres, particularly Withington • Support the Levenshulme Traders Association, Withington traders • Support new markets across South Manchester (Levenshulme, Chorlton, Withington, Fallowfield) • Linking with managed work space and start up space e.g. Pod.
<p>Progress & Next Steps</p>		<ul style="list-style-type: none"> • Outreach from Westcroft 3 days per week (rented office space) • Delivery from JCP Chorlton and Didsbury (Thursdays) • Supported MCC to help set up the Levenshulme Community Market CiC and providing continued support. • Supporting High Street Innovation Fund applications • Withington traders attended the Enterprise Network • Supported the launch of the Chorlton Enterprise Network • Met with Windrush Centre to promote BSUS • Attended the Central / South SRF meeting • Work with City South Housing to deliver workshops and 121s from June – September 2013 • Discussions have taken place with the British Muslim Heritage Centre <p>Next Steps:</p> <ul style="list-style-type: none"> • Contact to be made with Daniel Achim from the Roma community • Deliver an outreach pilot of 121s, awareness and workshop for Southways. • Continue the 121 and awareness sessions for City South

		<ul style="list-style-type: none"> • Formalise partnership with the British Muslim Heritage Centre following successful pilot • Agreed to use the POD as a workshop delivery venue in 2014 • Promote POD to clients at Business Planning • Liaise with G.I.F.T to provide enterprise support
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North		
	Specific priority groups and geographical areas	Links with projects / initiatives
Priorities	<p>Social housing tenants - link through Northwards Housing engagement mechanisms.</p> <p>Cheetham - Cheetham Hill Village District Centre & Strangeways</p> <p>Harpurhey - North City District Centre & Moston Lane Local Centre</p>	<p>Promote BSUS through:</p> <ul style="list-style-type: none"> - Work Clubs network - MAES learning centres - Links with Complex Families work - Disabled Living resource Centre <p>Cheetham Hill Village Partnership - Traders Network and Business Watch Scheme. 'Unit 25' Cheetham Pop up shop project. Strangeways (Business network being established here 2014). North City District Centre & Moston Lane Local Centre. Harpurhey Neighbourhood Project Self Employment events.</p> <p>BiTC Business Connector</p> <p>Further Events: Job City (Feb 2014), programme of activities at Unit 25</p>

		Cheetham Hill Village.
Progress & Next Steps		<ul style="list-style-type: none"> • Delivery from JCP Cheetham Hill (Mondays) • Worked with Collete Carroll supporting the Harpurhey • District centre engaged via enterprise networks • Attended the Youth Journey and Job City events • Met with Northwards Housing (31/1/13) • Delivered an awareness events for MARIM (13/3) • Worked with North Manchester NRT in organising a Strangeways networking event