

Economy Scrutiny Committee

8th January 2014



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

blueorchid

www.blueorchid.co.uk

Starting Sustainable Businesses

Av 35+ trading businesses launched per mth

Target 80% survival after one year

Vast majority of clients:

- Little/no finance
- Have never run a business/been self-employed
- Face other barriers

Universal Service - no business idea too large/too small

Starting Sustainable Businesses: Key Success Factors

1. People/Business Advisors
2. Local Delivery
3. Customer Journey
4. Assessment & Evaluation
5. Partnership Working

1. Business Advisors

- Area Manager plus 5 dedicated staff
- Outreach delivery across all areas of the City
- Mix of Skills & Experience: Property, Creative, Financial/Accountancy, Childcare, Hospitality, Hair & Beauty, Retail, Social Enterprise, Digital/ICT
- All are current/ex business owners

2. Local Delivery

Central Manchester: Blue Orchid Offices, Employer Suite

All Jobcentres: Wythenshawe, Chorlton, Didsbury, Longsight, Rusholme, Alexandra Park, Cheetham Hill, Newton Heath, Openshaw

Libraries (Business Information Points): Fallowfield, Beswick, North City, Wythenshawe, Central, Chorlton, Withington

British Muslim Heritage Centre (Whalley Range)

The Forum: Wythenshawe Town Centre

Yes Manchester: Newton Heath (Northwards Housing)

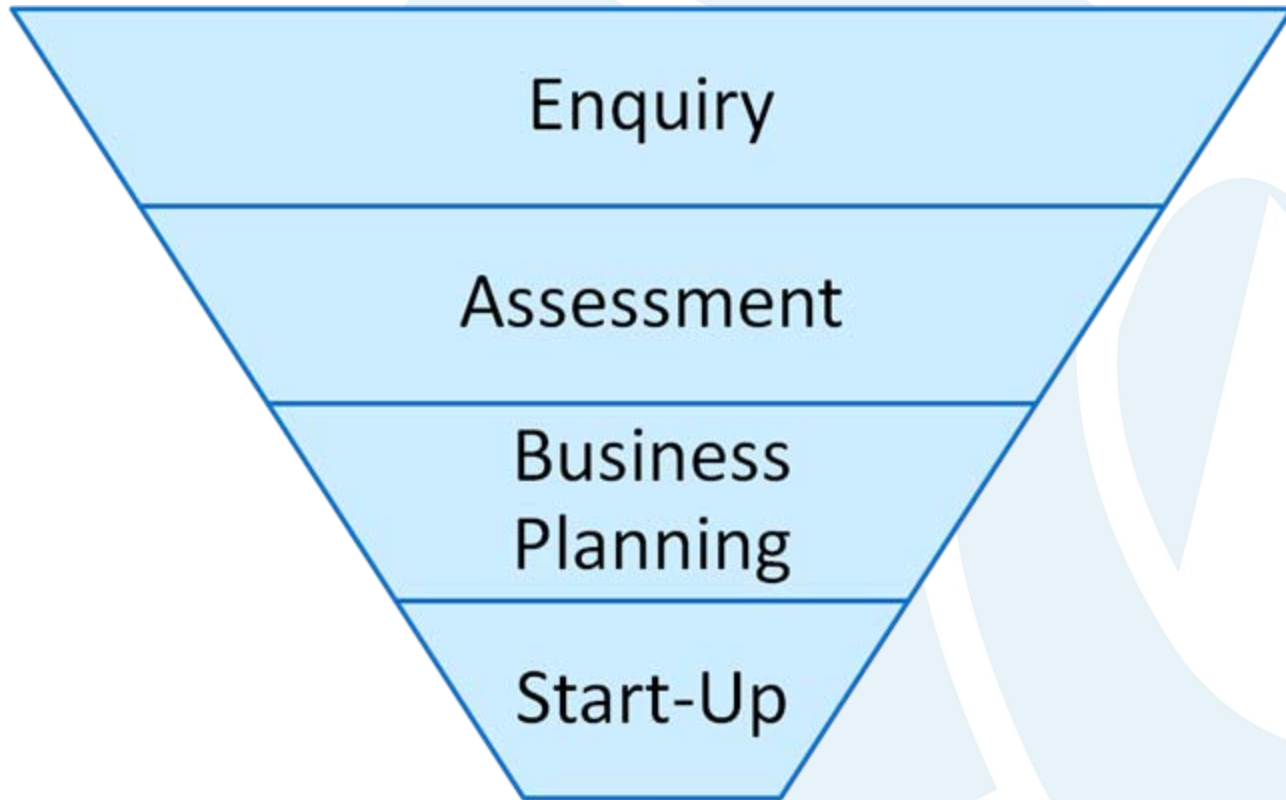
Turing House: Hulme (City South Housing)

Westcroft Community Centre: Burnage: (Southways Housing)

Willow Park Enterprise Centre: Wythenshawe:

Planned Venues: Sharp Project, techHub, British Institute of Media & Music, The POD (Moss Side), Longsight Library, Inspire Centre (Levenshulme), New Central Library, Customer Contact Centre (Town Hall Extension)

3. Customer Journey



Trading

Business Planning

- 1-to-1 Advisor Support
- Business Planning Workshop
- Telephone & Email Support
- Access to Information & Resources
- Peer Support – via Social Media

Support for Trading Businesses

- Regular contact: at 3, 6, 9, 12, 24 & 36 months
- Business Networks: Quarterly Events for new and existing businesses
- Business Advisor:
 - Diagnostic
 - 1-to-1 support, also via email, telephone & Skype
- Specialist Workshops: social media, sales and marketing, procurement, finance

5. Partnership Working

- Economic Development/Regen Teams
- Libraries
- Housing Associations
- Start-Up Loans/Business Finance Solution
- Banks
- Credit Unions
- Voluntary Sector

Case Studies

HEFTY GEAR LTD – Steven Fanning

E-CLOTHE – Hamsa Jalil

LEVENSHULME MARKET CIC

Case Study: Steve Fanning

- Manchester resident and former City Council employee
- First attended a Manchester City Council voluntary severance scheme session about self-employment
- Joined BSUS programme
- Developed business plan with Stuart Ridgway, Blue Orchid Business Advisor
- Commenced trading in Oct 2013

Case Study: Hamza Jalil

- Manchester resident
- Worked at Barclays Call Centre in Salford Quays
- Engaged via Response to Redundancy workshop in Salford
- Attended workshop at British Muslim Heritage Centre
- Attended 121s, workshops with Blue Orchid
- Commenced trading in November 2013

Case Study. Levenshulme Market CiC

- Blue Orchid worked with a group of traders and local people to develop the Levenshulme Market CiC
- Established a “core group” to manage the market
- Developed business plan
- Identified social values for CiC
- Developed team of volunteers
- Helped identify funding
- Helped launch market
- Consulted on PR, Comms and first 12 months
- Market expansion planned for 2014