

## **Appendix 7 - Supporting Businesses – BIPC and Build a Business**

### **Business & IP Centre Greater Manchester**

The Business and IP Centre in Central Library continues to support local businesses across the city and in 2022 offered more activities and support than ever before:

- Over 650 one to one sessions, workshops and events
- Over 4000 attendees in person and online

The BIPC GM is the most attended centre outside of London. In fact, in the first 3 months of 2022, attendance exceeded the BIPC London, representing almost a quarter of the entire national network's audience. Within the first six months we had exceeded our annual target by 35%.

38% of attendees are planning to start a business, with the most popular sectors being Creative & Media (12%), Retail (15%) and Education/Healthcare/Social (19%).

### **Supporting diverse audiences & communities**

The BIPC Manchester performs strongly in engaging minority groups traditionally harder to reach:

- 57% of new business owners supported by the BIPC were women (women represent only 22% of business owners across the UK)
- 33% of users come from BAME backgrounds

In Q2 of 2022, 65% of attendees were Women, and 50% from a BAME background.

Examples of events in the last 12 months include:

#### **Women Talk Business!**

This speed mentoring event during International Women's Week gave female entrepreneurs a chance to meet role models, other businesses, and potential mentors.

#### **Olderpreneurs: starting your business over 50**

Partnering with Work and Skills, the BIPC delivered this webinar in August discussing the challenges of starting a business later in life as well as the rewards. The event was so successful that it was followed up with a similar in-person event as part of Global Entrepreneurship Week in November.

#### **Black Creatives:**

#### **Celebrating Black Creatives in Business**

The BIPC has worked extensively with Cultureville, a Manchester-based, award-winning fashion brand specialising in handcrafted clothing and accessories featuring bold African wax prints in contemporary designs. Cultureville's journey to date has been supported by the BIPC particularly in the areas of digital marketing & product showcasing.

On Friday 28th October, over 100 people attended a glamour-infused fashion show featuring Cultureville and other design houses. The magnificent Shakespeare Hall in

Manchester's Central Library was transformed into a spectacular setting featuring models, designers & a DJ.

Cultureville were chosen by the British Library to take part in their national marketing campaign. This included posters across the UK, digital advertising, and a Video On Demand trailer shown on Sky TV. They were also selected to be one of only 3 businesses across the national network to take part in a new national ad.

#### New Experts in Residence:

Malcolm Garrett MBE has been appointed by the BIPC as an Ambassador for creative small businesses and entrepreneurs in Manchester. The world-renowned designer behind iconic artwork for Buzzcocks and Duran Duran amongst many others is promoting the Centre to the region's creative small businesses and entrepreneurs.

"The BIPC is an incredible resource for entrepreneurs, start-ups and SMEs from across GM which offers information services, business support and opportunities to learn from other entrepreneurs. I am excited and honored to be supporting the BIPC in its mission to give start-ups and small businesses the strongest start and help local SMEs to innovate and grow. Being an Ambassador plants my feet more firmly within the Manchester creative business community."

Garrett is also co-founder of the annual Design Manchester festival, now in its eighth year and was awarded an MBE in 2020 for services to design.

#### Vic Elizabeth Turnbull: Podcaster in Residence

On International Podcast Day (30th September) we announced our latest expert by welcoming our new Podcaster in Residence: Vic Elizabeth Turnbull the founder of podcast production and training social enterprise MIC Media.

Vic has been offering workshops on all aspects of podcasting, including how to start a podcast, interviewing techniques & recording and editing. She will be helping small businesses to think about how to use the format to get noticed in this competitive field and to stand out from the crowd. Vic says:

"I am thrilled to be working with the BIPC as their new expert in residence, giving everyone the opportunity to amplify their voice and share stories through top-quality audio. I am excited to be able to help more people unlock the power of podcasts and couldn't be happier than to be doing just that here at the Centre."

The BIPC's Podcasting Studio is a successful addition to services and has proven very popular, offering free access to a range of high quality equipment.

#### Intellectual Property

IP is important to all businesses, regardless of size, but particularly for anyone in the creative industries (including freelancers). Manchester PATLIB (operating from the BIPC) is part of a European network of more than 300 Patent Information Centres

(the "PATLIB Network") and makes an important contribution to innovation support. The UK Patent Library Network provide users with local access to patent, trademark, designs and copyright information. The dedicated enquiry service continues to receive a high volume of IP related enquiries, answering almost 700 IP enquiries in person, by phone or email from November 2021 to October 2022.

The BIPC's ERDF part-funded business support programme, Build A Business in GM Libraries, continues to provide workshops, one to one help and access to industry standard business information giving participants the skills and know how to launch or grow their business.

The core programme offers 12 hours of intensive workshops to help residents to plan, develop and grow their business idea. Manchester is the lead authority of the project, with the BIPC as the hub. Build A Business is due to end in June 2023, however additional funding is being sought due to it's success across the Combined Authority. To date:

- Delivered over 150 workshops across 8 authorities
- 700+ attendees
- 68% of attendees are Women
- 45% BAME
- 97% rated Excellent / Good (84% Excellent)

Rachel Craig from local city centre business Ruche Marketing:

"After deciding to set up a creative content agency in Manchester, specialising in legal marketing, we were unsure of where to start. We found the Build a Business course online and had no idea whether it would be of benefit to us, but it most definitely was.

The first part of the course, "Know Your Market - Get Competitive" was extremely useful, providing information on the range of research tools and databases provided by the library and guidance on how to access them.

During the IP session we discovered we had a number of assets to protect, things that we'd never even thought of. As well as giving us insight into our intellectual property, it also provided us with guidance on how to go about protecting them. The final part of the course was provided us with much needed advice on how to legally set up our business and the appropriate business structure for us.

What was really helpful about attending all three of these courses was meeting other entrepreneurs in a similar position as us. We were all able to share stories and insight into what we'd learned so far. Overall, the course was extremely valuable, and we would highly recommend it to anyone thinking of starting their own business."