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Head of Special Project
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AIM

To reduce the economic disadvantage of Ethnic Minority Communities to enter the mainstream economy through Business, Enterprise and Employment
BACKGROUND

- Established since 1987
- Part of Bolton Metro’s Regeneration and Economic Development Division
- Team made up of 8 staff.
  - 1 Business Adviser
  - 4 Business/Employment outreach officers specialising in different areas
  - 1 Detached youth worker
  - 2 Information and Support Officers
  - A pool of Specialist external business consultants

Why help Ethnic Minority Businesses

- Over concentration in a declining retail sector
- Generally concentrated in low skill, low technology sector
- Over dependence on low quality, low sectors
- Catering generally for the ethnic minority market
- Lack of knowledge about the mainstream market and how it is changing
- Low level of management skills
- Low level of Training
- Limited or no employment experiences
- Linguistic and cultural problems
- Lack of effective networking
- Lack of representation on commercial and statutory bodies
- Low use of new technology
Key features of EMBS

Target Group

- Hard to reach
- Socially Excluded
- Multiple deprivation
- Language and Culture
- EM Youth and Women
- Traditionally not accessible by mainstream business support organisations ie SBS, Business Links, Chamber

EMERGENCE OF MODEL

- 18 years practical experience
- Delivery and analysis of impact of business support
- Focus group consultations
- Research projects local and national
- Advisory experience local, regional and national
Model of Excellence

- EMBS key driver
- Integral part of mainstream support
- Informs policy and strategy
- Autonomy
- Resources
- Bespoke support

Cross cutting themes
- Understanding of cultures
- Languages
- Business dynamics

Key function Outreach
- Dedicated Officers
- Crucial link between all
- Targeted at excluded businesses and individuals

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<thead>
<tr>
<th>Model of Excellence</th>
<th>Key Function Outreach</th>
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<tbody>
<tr>
<td>Client confidence</td>
<td>CAPACITY</td>
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<tr>
<td>Access to Provision</td>
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<td>Awareness</td>
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<td>Engagement</td>
<td></td>
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<td>Impact of initial business support</td>
<td>TRUST</td>
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<tr>
<td>Clients see agency as genuine</td>
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<td>Agency seen as ally</td>
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<td>Service delivers</td>
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<td>Makes positive impact</td>
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<td>Gives all business support network credibility</td>
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<td>Above creates a bond between services and clients</td>
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<td>Client returns for continuous support as and when appropriate</td>
<td>LOYALTY</td>
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<td>Substantive support given</td>
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Model of Excellence

Key function Information Support
- Facilitates client progress
- Continues link between outreach/agency's and clients
- Gather intelligence on effectiveness of programme delivered
- Impact of policy from mainstream providers

Key function Customised Advisory Support Provision
- Delivers the business support packages
- Outreach and information support feed into this function
- Customise programme with ME dimension specialist advisors
- Brokers for clients between EMBS and mainstream provision
Model of Excellence

Outcomes
- Creation of development networks
- Sustainable business creation of employment
- Effective integration mainstream markets

Conclusion
- Holistic and part of mainstream not marginalised
- Fully integrated under one brand Business Bolton
- Appropriate policy, strategy and intervention measures to enable client to receive tangible advice and support
- Supported by all
- Can be adopted as best practice by all Agencies for SME development

Types of Businesses
- Fashion Clothing and Textile Manufacture
- Manufacture of Plastic Goods
- Food Catering
- Assembly of Electrical goods
- Information Technology
- Clothing Fashion retail
- Construction services
- Professional Services
- Manufacture of Household, Commercial and Domestic Goods
- Security Services
- Jewellery manufacture and retailers
- Website Designers
- Contract Packaging
EMBS ACHIVEMENTS JANUARY 2001 TO DECEMBER 2006

- Business Start ups: 143
- Businesses assisted with Growth and Development: 800
- Business loans secured for clients: £431,400.00
- Private sector income generated: £5,545,731.70
- New jobs created: 915
- EM Unemployed and Pre start clients attending Business programmes: 750
- EM new & Established Businesses attending Business Workshops and Conferences: 1500

Survival Rate for businesses trading over 2 years is 99%
Survival Rate for businesses trading over 3 years is 90%

Achieving Excellence

- BBC National Enterprise Award
- One to One Best for Business – Business Support Award
- SFEDI Centre of Excellence Business Support Award England
- Asian Jewel Awards – Public Sector Excellence Award
- The Prowess Flagship Award – Best Practice in Women’s Enterprise Development
- British Diversity Awards – Innovation and Awareness Champion
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