

# Community-based Enterprise Development & Support

*March  
2013*

# GrowBiz

## (Enterprising Eastern Perthshire Ltd)

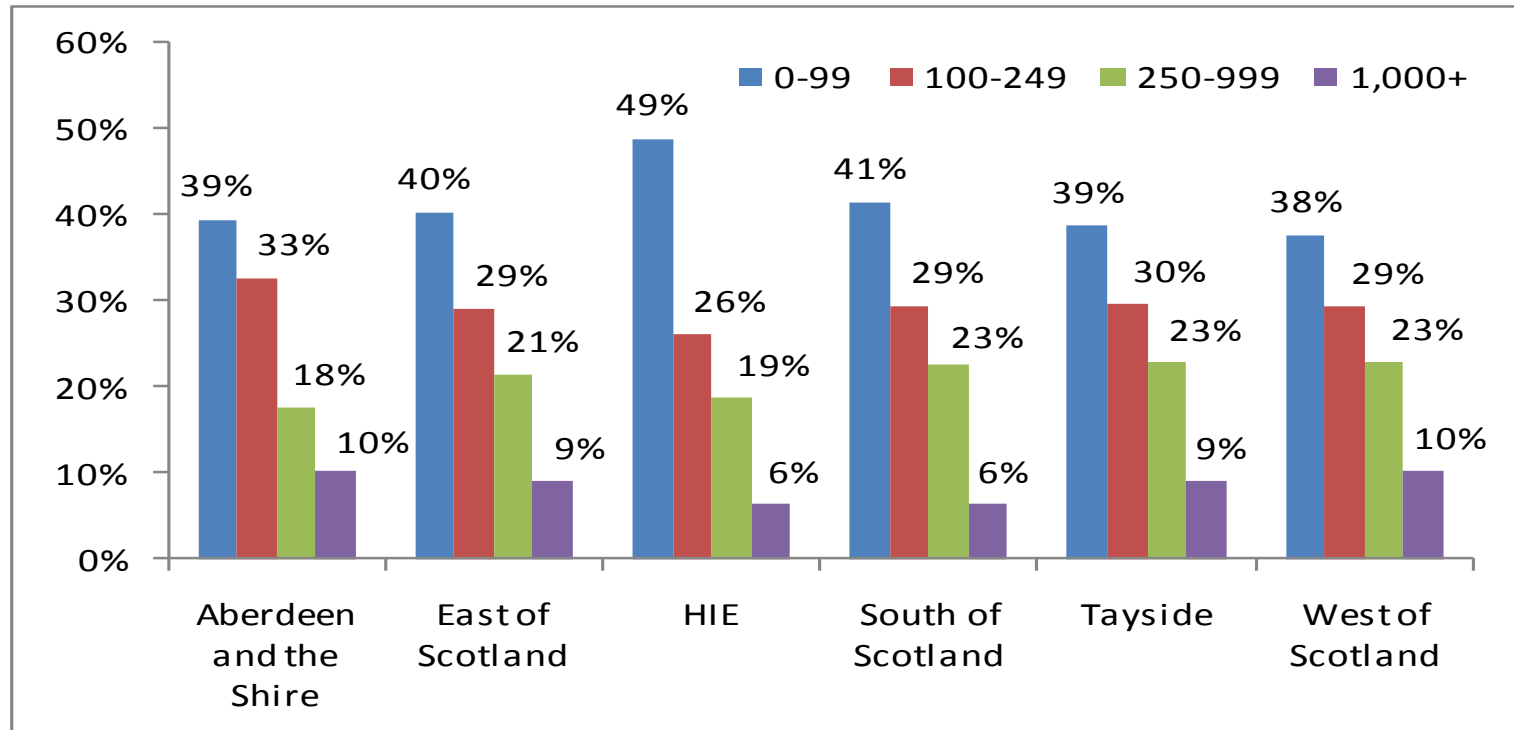
- *Community-based enterprise support and connections for anyone who wants to start or grow a business (or social enterprise)*
- *Originally a ‘Sirolli’ project – based on concept of ‘enterprise facilitation’*
- *Provides individuals and small organisations/companies with flexible enterprise advice, guidance and connections*

# GrowBiz:

- *1 – 1 meetings with enterprise professional, augmented by voluntary mentoring, peer support and local ‘collaboration’ meetings*
- *Voluntary panel of more than 30 local business people and community residents*
- *In 5 years of operation, worked with > 450 clients*
- *Helped to create or safeguard more than 300 jobs and 100+ new or expanded businesses*
- *Cost per job <£900*
- *Visible impact on local economy*
- *70% clients are women*

# Small Business Trends in Scotland

- Between 67% and 75% of businesses are turning over less than £250,000



Source: Scottish Corporate Statistics

# GrowBiz Outcomes

Year to	New Clients	<u>Businesses</u> Started	Grown	<u>Jobs</u> New	Safeguarded
Jun-08	80	10	2	18	28
Jun-09	91	16	4	23	38
Jun-10	80	24	4	31	22
Jun-11	77	12	1	41	36
Jun-12	73	13	12	26	24
<b>Total</b>	<b>401</b>	<b>75</b>	<b>23</b>	<b>139</b>	<b>148</b>

# Impact

**In addition to client benefits (e.g. provision of business planning, marketing, finance, HR advice etc)**

- **Increased community & social capital**
- **Increased self-esteem and self-belief**
- **Increased confidence**
- **Increase in contribution to local GVA?  
(difficult to calculate)**

# GrowBiz businesses look like this.....



and this.....





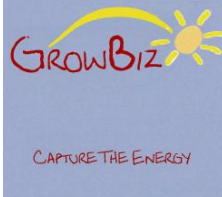
and these.....



and many more.....



# Development Opportunities



## *1. Packaging and replicating the GrowBiz model*

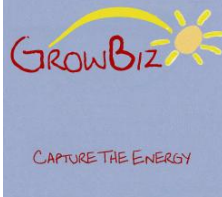
- Scalable model - appropriate to current economic circumstances
- Taking advantage of proven model and learning
- Interest from other parts of the country

# Development Opportunities

## *2. Engaging Young People in the Community*

- Providing opportunities for young people to ‘buddy’ with local small businesses
- Developing video and social media material/skills for businesses – in exchange for work experience, mentoring and/or potential jobs

# Development Opportunities



## *3. Local business mentoring network*

- Providing training and coordination for community-based business mentors
- Added-value role for community panel
- Building sustainability

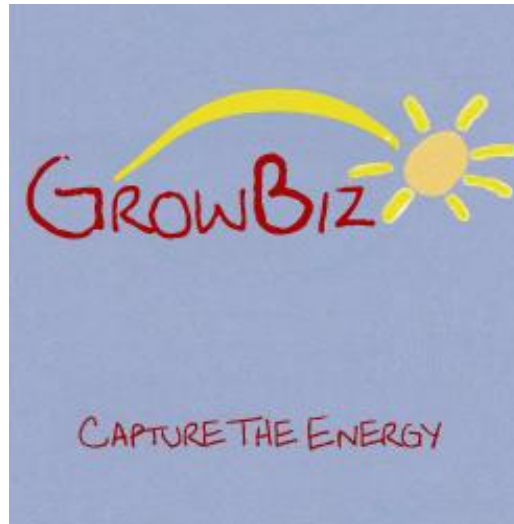
# Development Opportunities

## *4. Focus on women*

- Developing female-focused peer support and special interest groups
- Raising awareness of enterprise as career option among young women

# Concluding Thoughts

- ***Community-based enterprise support can play an important role in economic regeneration of local areas***
- ***A ‘one-size fits all’ approach to enterprise development is inappropriate for many groups, including women***
- ***Community-based support which is informal, flexible and responsive (but also professional) is not an expensive option***
- ***CBE encourages a partnership approach with local communities, local authorities, larger businesses, educational institutes etc***
- ***Capture the energy and aspirations of individuals to improve their lives (and those of their communities) and results will follow.....***



We wish you every success and

Thank You

for inviting us to share your day

[www.growbiz.co.uk](http://www.growbiz.co.uk)