

URBAN II

Connecting the Coalfields

August 2005

Availability of business/
self employment support
within the URBAN II
Community Initiative area.



District of **easington.**




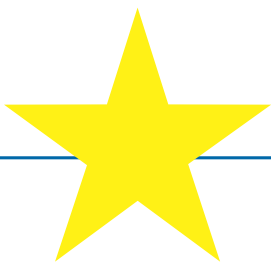

Making a difference where you live



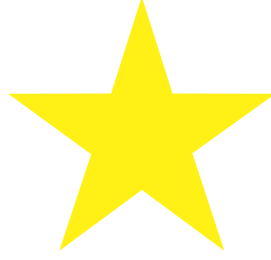
Final Report

Produced by Jennifer Riley

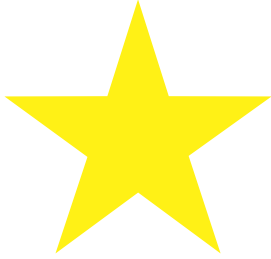




A comprehensive study has been undertaken on behalf of the Urban II Programme to establish the available provision of support for enterprise development within the Urban II Initiative area.



The District of Easington has been the lead agent during this study and supported the researcher during the mapping exercise.



The findings of the study will be available to the Partnership, the individual members of the Partnership, existing project sponsors, potential project sponsors and for general release.

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1 Executive Summary

- 1** 16 Providers were identified and interviewed as part of the survey. The research data highlights that all the providers deliver similar levels of business support provision with the exception of Capital Project who specialise in education/training and Hetton & Houghton Business Club who concentrate on business networking.
- 2** It was difficult to obtain data to quantify how many of the providers are actually supporting clients, businesses and interventions within the Urban II area. Many of the providers were unable to access this information and some providers unable to report against the same time periods. From the data gathered 6 of the providers (37%) are delivering business support within the Urban II area.
- 3** The research identifies that providers are reliant on non-permanent funding with 2 providers (12%) reliant on Urban II funding.
- 4** The criteria for eligibility of funding used by providers has the potential to exclude Urban II residents.
- 5** Only 7 providers (44%) work within the Brokerage Model.
- 6** Opportunities exist for more providers to deliver enterprise education. 10 Providers have the capacity to deliver elements of enterprise training, however, only 1 provider interviewed solely delivers within the Urban II programme area.
- 7** Considering the socio economic structure of the programme area there are only a small number of providers who engage with disadvantaged or harder to reach groups. During this survey it has become apparent that at least half of these providers face uncertain futures. The other concern is the location of where the business support provision is being delivered in other words accessible within the community.

The aims and objectives of the study are:

To determine in the form of a comprehensive assessment/mapping exercise:

- 1** Which organisations are delivering support provision within the Urban II area and to what level in terms of business advice and support.
- 2** What support is provided either as a service or direct grant/intervention to those at the pre-start up stage of self employment, to established small and medium size enterprises and to those within the Social/ Community Enterprise sector.
- 3** Where there is duplication or gaps in the provision of support.

3 Background

The URBAN II Hetton and Murton Community Initiative is one of a number of Community Initiative programmes across Europe being supported by the European Commission. The local Initiative is being delivered by the Connecting the Coalfield Partnership.

The area includes the Sunderland City wards of Copt Hill and Hetton to the south of the A690, the Easington District ward of Murton West and parts of the Murton East ward, the Haswell and Shotton ward and the Easington Village and South Hetton ward to the west of the A19. The area includes the communities of Haswell, Haswell Plough, South Hetton, Murton, Easington Lane, Hetton, Moorsley, East Rainton and the Racecourse Estate. It straddles the boundaries of three local authorities. Sunderland City Council, Easington District Council and Durham County Council act as lead agencies, with Sunderland City Council acting as the Accountable Body.

The communities included within the programme area share common regeneration needs resulting primarily from the collapse of the region's coal mining industry in the late 1980's and early 1990's. They share a requirement for continued adjustment to the loss of that major source of employment.

The socio-economic structure of the programme area is characterised by:

- a high rate of joblessness and benefit dependency;
- low rates of enterprise activity;
- high levels of illiteracy and innumeracy;
- poor academic achievement;
- poor standards of health;
- a low level of car ownership with barriers to travel excluding residents from employment, training, health care etc.

The Connecting the Coalfield Partnership can support projects that address the three core issues of increasing access to employment, raising the capacity of residents to participate in the regeneration of their own communities and increasing the level of enterprise activity in the area. Those core issues are reflected within the three main Priorities of the Initiative: Engaging Young People; Empowering the Coalfield Community; and Building and Sustaining Economic Activity. Sponsors that develop projects relevant to these Priorities are able to make an application for URBAN II funding of up to 50% (programme average 46%) of the eligible project costs.

4 Research Methods and Sample

A questionnaire was designed for data capture and reference was made to the Urban II connecting the coalfield brief from which twelve questions were formulated. Additional background information was requested from each provider regarding, contact details for inclusion in the directory/guide, the current/proposed activities and the number of clients/businesses/interventions supported within the Urban II area.

19 providers were contacted by telephone to arrange either a face-to-face interview or telephone interview. See **Appendix 1** - Research Contacts. CDC Business Partnership and St. Peters Gate were discounted after an initial discussion. CDC Business Partnership do not operate within Urban II the exception to this is the New Entrepreneur Scholarship which may be open to Urban II residents. St. Peters Gate is only available to St. Peter's Gate residents.

16 providers responded to the questionnaire (12 face to face interviews and 4 telephone interviews).

Regen School North East did not respond to the questionnaire. No reason was given!

Questions contained within the Questionnaire:

- 1 What kind of business support provision do you provide within the Urban II area (including pre-start up stage of self employment business development, small and medium sized enterprises and Social/Community Enterprise sector)?**
- 2 How is the eligibility for business support provision determined?**
- 3 Who is the support available to?**
- 4 Is there a restriction on client contact time?**
- 5 When and where is the business support provision delivered?**
- 6 What current funding is available to your organisation?**
- 7 What level and type of funding is available to clients?**
- 8 What criteria is utilised to justify this activity?**
- 9 What is your relationship as a provider to the Brokerage Model?**
- 10 Please provide a description of any networks or other forms of co-ordination relevant to organisations providing enterprise support.**
- 11 What opportunities are there available for residents of the URBAN II area for enterprise education?**
- 12 Do you also operate outside the URBAN II area?**

5 Results of Questionnaire

What kind of business support provision do you provide within the Urban II area (including pre-start up stage of self employment business development, small and medium sized enterprises and Social/Community Enterprise sector)?

The data identifies those organisations who are delivering support provision within the Urban II area specific to pre-start-up stage of self employment/ business development, small and medium sized enterprises and Social Community Enterprise.

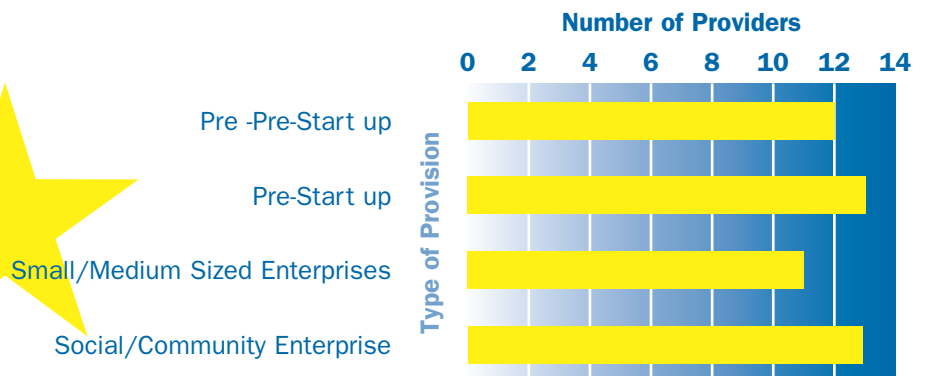
The question is broken down into four areas:

1. Level of support
2. Pre-pre-start up
3. Pre-start up
4. Business Advice

Notes are provided with each graph for further clarification of responses given.

The first part of the question is to identify what kind of business support provision is being delivered and to what level.

Level of Support



The graph shows that in the main, providers are offering a similar level of provision with the exception of Capital Project and Hetton and Houghton Business club, with Pre-start up and Social Community Enterprise being supported by 13 providers. Of the 16 providers, the number of providers not delivering at each of the four levels of provision are:

Pre-pre start up	4 providers
Pre-start up	3 providers
Small/Medium Enterprises	5 providers
Social Community Enterprise	3 providers

The following graphs define the type of business provision delivered at pre-pre-startup, pre-startup and business advice. The Pre-pre-startup stage is defined by a person having a business idea.

Pre-pre-start up graph notes:

The “Other” column includes those additional types of provision delivered by providers at the pre-pre-start up stage such as networking, enterprise awareness, ideas generation, enterprise into education and motivational support.

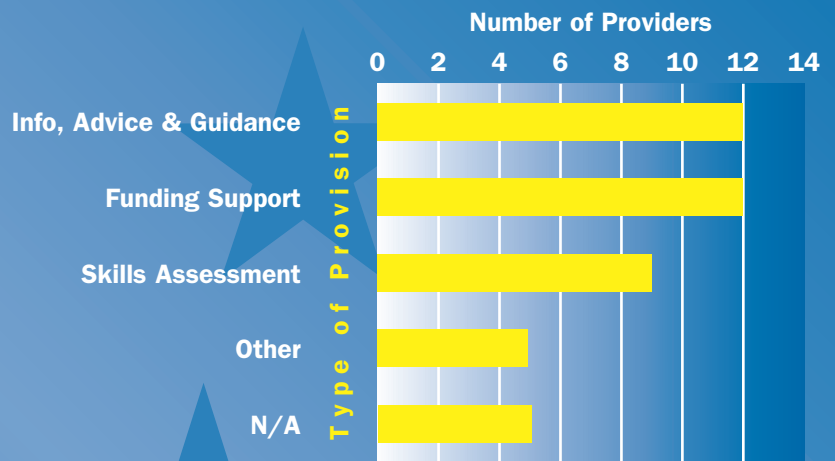
The “Skills assessment” column, please note that Acumen carry out skills assessment on an informal basis.

Pre-start up graph notes:

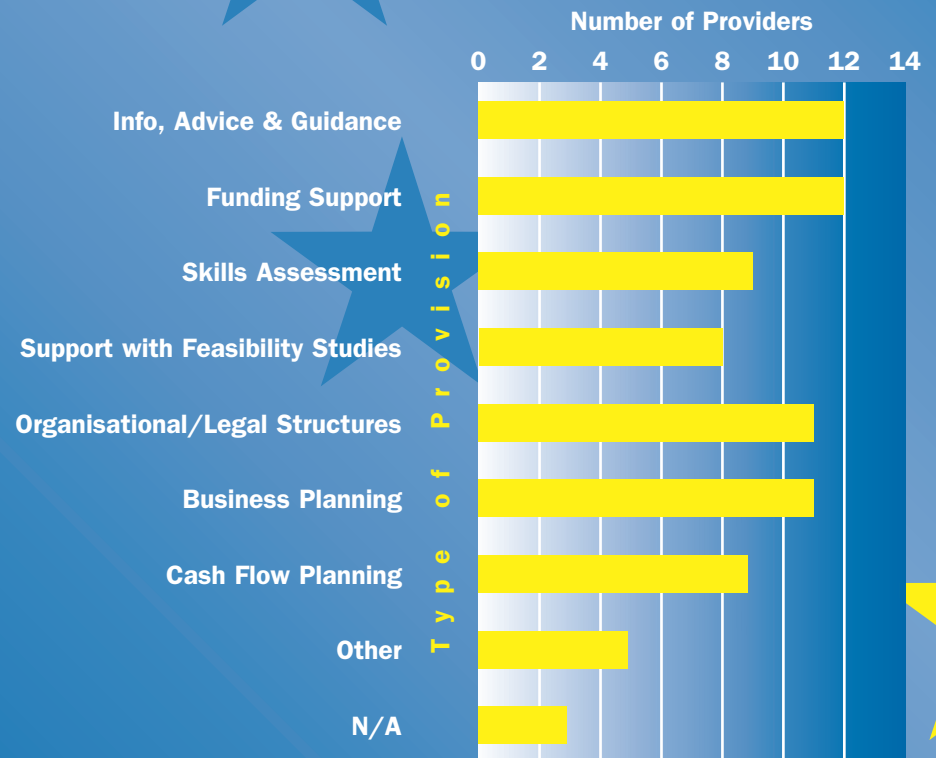
The “Other” column includes those additional types of provision delivered by providers at the pre-pre-start up stage such as marketing, confidence building, motivational support and ICT support.

The “Support with feasibility studies” column, please note that DRI only carry this out at a low level.

Pre-pre-start up



Pre-start up



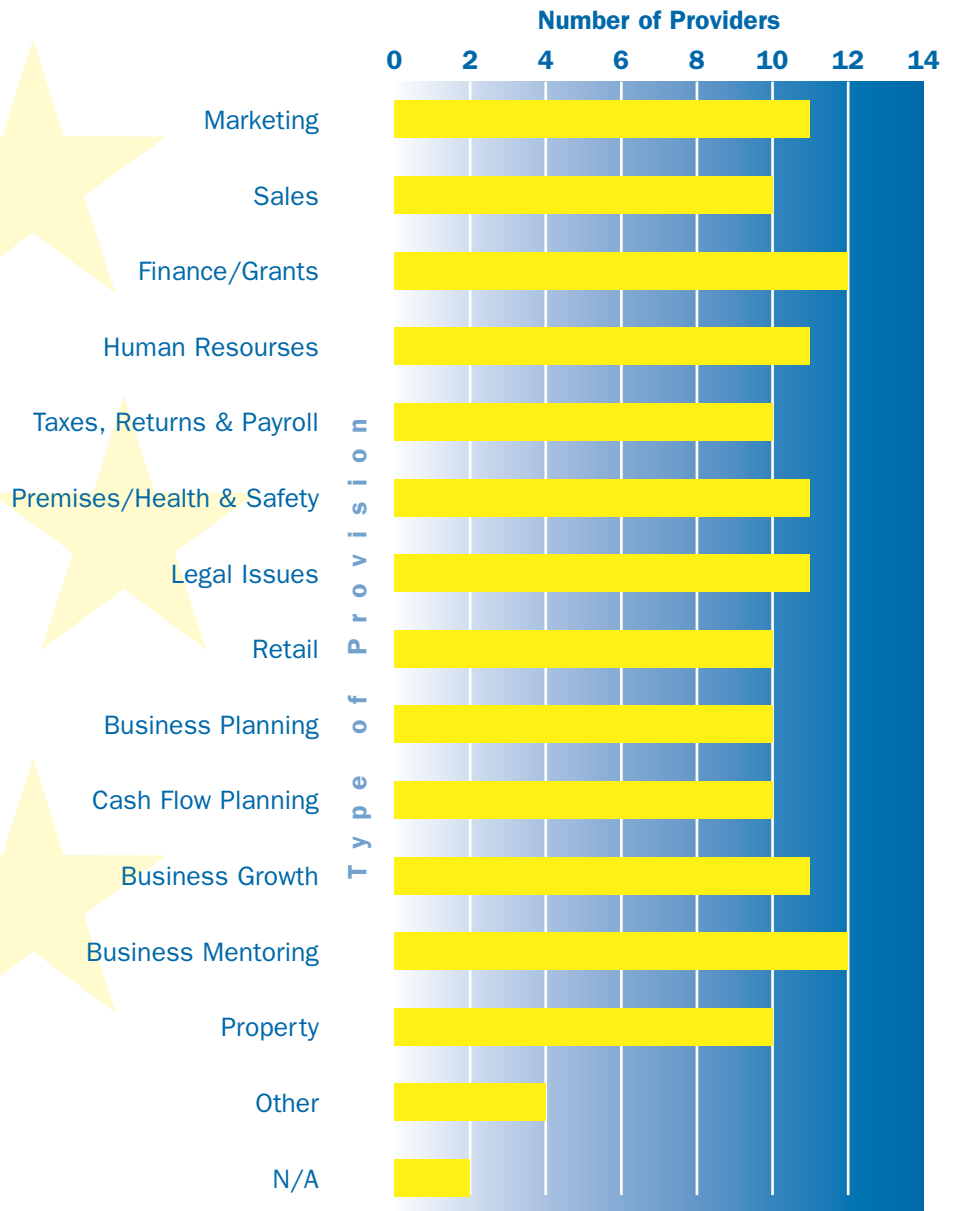
Business advice graph notes:

The “Other” column includes those additional types of business advice provided such as ICT, work force development, management buy in /buy out, access to sources of information for research, asset courses while on trading side.

The “Premises/Health & Safety” column, please note that the Princes Trust only provide advice on Health & Safety.

The graph shows the comprehensive business advice provided, with business mentoring and finance & grants being the most commonly provided.

Business Advice



How is the eligibility for business support provision determined and who is the support available to?

The answer to both of these questions is very similar therefore the results have been combined.

The eligibility for business support varies from one provider to another. The criteria used to determine business support provision is detailed in **table 1**.

It can be observed from **table 1** that 4 out of the 16 providers (25%) engage exclusively with disadvantaged/harder to help groups as part of their remit. The remaining 12 organisations (75%) provide an inclusive

Criteria used

Location/residency

Age dependant

Business idea/ the desire to set up a business in the area

An interest in community enterprise/development

Must have a Business Plan

Small/medium enterprise

Must be in business

Disadvantaged/harder to help groups

Growth businesses

Need and ability to finance service provision

Members of the business club

Key : Providers

1. Acumen Trust
2. Business Link County Durham
3. Business Link Tyne & Wear
4. Capital Project (do not provide business support provision)
5. Community Action Network
6. Community Enterprise Direct
7. Development Trust Association
8. Development Research Initiative
9. East Durham Business Services
10. Hetton & Houghton Business Club
11. Inbiz
12. Northern Pinetree Trust
13. North East Business Innovation Centre
14. Prince's Trust
15. Social Enterprise Sunderland
16. Walker Hall

Table 1

How eligibility for business support provision is determined and who it is available to.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total
X	X							X				X		X	X	6
					X								X			2
X	X					X		X					X			4
				X		X										2
													X			1
	X	X														2
									X							1
							X			X	X		X			4
	X														X	1
					X											1
									X							1

Question 4

Is there a restriction on client contact time?

If yes, how many hours?

All 16 providers surveyed answered no to this question. There is no restriction on the amount of contact time allocated to each client in the provision of business support.

Location

Business Link County Durham Offices /mobile unit

The Business Innovation Centre

Easington Lane Community Centre

The Hetton Centre

Shiney Row Childcare Ltd and YMCA

Office base at South Hetton

Surgeries at Murton and Haswell

Haswell Community Centre

Glebe centre at Murton

Inbiz offices (located in north east)

DRI offices, Durham & Easington

Business Creation Start-up Support Events held at Tursdale, Peterlee, Shildon, Seaham, Barnard Castle and Durham

Training held at North East BIC

Clients premises/home

Question 5

Majority of client meetings are done on a one to one basis, exceptions to this are at group training events.

All providers surveyed stated similar answers, the following is a summary of their comments:

- At the clients business premises
- At the providers office's or mobile unit
- Occasionally at clients homes
- At a convenient place for the client e.g. community centre and other local venues.

See **table 2** for details of specific locations.

When and where is the business support provision delivered?

Table 2

When and where is the business support provision delivered to.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total
	X															1
		X										X				2
														X		1
									X					X		2
														X		1
X																1
X																1
															X	1
															X	1
										X						1
	X														X	2
												X				1
X	X	X												X	X	5

Key: Providers

1. Acumen Trust
2. Business Link County Durham
3. Business Link Tyne & Wear
4. Capital Project (no specific locations provided)
5. Community Action Network (no specific locations provided)
6. Community Enterprise Direct (no specific locations provided)
7. Development Trust Association (no specific locations provided)
8. Development Research Initiative (no specific locations provided)
9. East Durham Business Services (no specific locations provided)
10. Hetton & Houghton Business Club
11. Inbiz
12. Northern Pinetree Trust (no specific locations provided)
13. North East Business Innovation Centre
14. Prince's Trust (no specific locations provided)
15. Social Enterprise Sunderland
16. Walker Hall

What current funding is available to your organisation?

See table 3.

The table shows how each provider is funded (only the main types).

Criteria used

One North East

Business Link

NRF

SRB

NESEP

LSC

ESF

ERDF

EDP (East Durham Partnership)

Urban II

Northern Rock Foundation

Membership fees

Corporate Sponsorship

Income earned from consultancy work, event organisation, training etc.

Lottery

Charities

Home Office

Other

Key : Providers

1. Acumen Trust
2. Business Link County Durham
3. Business Link Tyne & Wear
4. Capital Project
5. Community Action Network
6. Community Enterprise Direct
7. Development Trust Association
8. Development Research Initiative

Table 3

The current funding available to each provider.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total
	X	X														2
								X			X				X	3
X			X					X						X		4
														X		1
						X					X					1
	X	X														2
X							X							X		4
	X	X												X		3
			X													1
							X		X							2
X				X		X										3
									X							1
		X							X				X			2
				X	X	X			X			X		X		6
						X										1
						X								X		2
				X	X											2
			X	X	X						X	X	X	X		7

9. East Durham Business Services

10. Hetton & Houghton Business Club

11. Inbiz (funded through the government, further details not provided)

12. Northern Pinetree Trust

13. North East Business Innovation Centre

14. Prince's Trust

15. Social Enterprise Sunderland

16. Walker Hall

What level and type of funding is available to clients?

What criteria is utilised to justify this activity?

8 of the 16 providers (50%) do not offer direct funding, majority of providers access or source funding information and sign post the client to it.

The following providers offer funding. Details are provided of the level and types of funding available and criteria used.

Business Link County Durham

General business support, up to 45% of investment. Flexible investment fund working with their Account Manager.

Criteria used: must be an S.M.E trading in County Durham. Must be agreed with the Account Manager and endorsed.

Business Link Tyne & Wear

Subsidies available for businesses up to 40% through brokerage.

Criteria: must be S.M.E's.

Financial Support Available from Business Link Tyne & Wear:

<p>External Consultancy</p>	<p>Up to 40% towards the cost of external fees that supports the implementation of your action plan. Funding is to a maximum of £4,000.</p> <hr/> <p>Up to 45% towards the cost of exhibiting outside the Tyne & Wear area. Funding can be used towards the cost of stand space; stand design and build.</p>
<p>Training & Development</p>	<p>Up to 50% towards the cost of external training for employees at NVQ Level 3 or above – funding does not cover the cost towards statutory training.</p> <hr/> <p>Up to £1,000 to support the development of a Personal Development Plan for a key manager/director.</p> <hr/> <p>Subsidised workshops to guide organisations towards the Investors in People Standard.</p> <hr/> <p>Up to 50% subsidy towards assessment costs for Investors in People Accreditation.</p> <hr/> <p>Funding towards training and a wage for employees that train towards achieving a first NVQ level 2 qualification.</p>
<p>International Trade</p>	<p>Up to 40% towards the implementation of export action plan, to a maximum of £2500 including: market research; developing knowledge and visits overseas.</p>
<p>Loans</p>	<p>Micro Loan Fund – up to a maximum of £15,000 available, to re-paid over 3 years.</p> <hr/> <p>Environmental Micro Loan Fund – up to a maximum of £15,000 for new and young businesses. To be repaid over 3 years.</p>

Criteria: all funding is subject to a contract being signed by both parties.

Development Trust Association

A small bursary (skills and knowledge) is available for members to visit other Development Trusts Associations or community enterprises, maximum of £600 per organisation or maximum of £1,000 for multi site organisation events.

Criteria: must be a member of Development Trust Association.

East Durham Business Services

Small business grant – start-up

Available to assist small businesses (SME's) or companies setting up in business within the District of Easington.

Home & Premises Based Small Business Grant:

50% reimbursement of costs related to;

- Building alterations/improvements
- Purchase of associated equipment
- Purchase of office equipment, office furniture IT, telecoms etc
- Minimum spend is £2,000
- Maximum Grant £2,000

Criteria:

The business owner must be:

- In ownership or formally renting the property for a period of at least one year. Evidence of ownership/copy of the lease required.
- Spending money on capital items.
- Able to provide details of any other funding sources.
- Aiming to create at least one extra job in year one of trading.

Business start-up grant

A start up package is currently available to assist individuals set up a new business within the District of Easington by:

- Assisting with start up capital.
- Providing a package of support during the first crucial six months of trading.
- Advice and support development of an appropriate marketing plan.
- Offering a programme of workshops in key business skills.

Start up Grant:

The grant will be a fixed amount of £500 per start up.

In order to encourage start ups with growth potential, bonus payments of £250 will be available for businesses who take on at least 1 employee and/or on Premises. To be paid at the six month client review stage.

Free workshops in book keeping, sales techniques, general management etc.

Marketing:

Advice to be provided in one to one sessions as and when required to meet the needs of the client.

Initial criteria:

The client must:

- Undertake to work full time in the business
- Ensure the business premises are located within the District of Easington
- Be able to provide reasonable evidence of continued eligibility.
- Agree to periodic assessments of the business up to and including six months of trading.

Small Business Growth Grant

Available to assist small businesses or companies with up to 50 employees which are expanding within the District of Easington, by either:

- Taking additional commercial premises
- Producing or implementing a Marketing Plan



Premises Grant:

50% reimbursement of costs related to:

Improving and fitting out of premises.

Purchase of production and office equipment.

Minimum eligible expenditure is £1,000.

Maximum Grant £3,000.

Marketing Grant:

50% reimbursement of costs related to:

Market research.

Promotional material.

Other significant marketing activity with the agreement of the EDBS Marketing Advisor.


Minimum eligible expenditure is £1,000.

Maximum Grant £1,000.



Initial criteria:

The business must:

- 
- Have been trading satisfactorily for at least 6 months
 - Be looking to expand
 - Be looking to invest
 - Be able to provide financial projections indicating viability and any other funding sources

Other grants are available for:

- 
- East Durham Apprenticeship Scheme Wage
 - Company training needs analysis
 - Company Training & Learning
 - Learning Centre Capital
 - Shop Improvement
 - Shop fitting
 - Life Long Learning

Northern Pinetree Trust

Northern Pinetree Trust have access to the following grants and financial help:

Grants:

Up to £1,500 per business – up to £500 for test marketing pre start up and up to £1000 for capital or revenue purposes.

Criteria: open to NPT clients only.

Spirit of Enterprise Loan scheme – up to £5,000 per business at low interest rate - capital or revenue – start up or expansion.

Criteria: open everyone with a disability.

Prince's Trust

Business Programme:

Funding and support to help young people to start their own business.

Prince's trust offer:

- A low interest loan of up to £5,000 to get the business off the ground
- In certain circumstances, a grant of up to £1,500 for individuals and £3,000 for groups
- A pre-start test marketing grant of up to £250
- A volunteer Business Mentor

Continued support for three years:

- Networking opportunities
- Sales and Marketing opportunities through Trust Business Finder


Criteria: young people aged 18-30 who:

- Are unemployed, especially those represented within the Trust's other target groups.
- Have not been able to obtain funding they need from other sources.
- Have a viable business idea and will make it a reality.



Social Enterprise Sunderland

Funding available from Action Team for jobs up to £1,000, Job linkage up to £150 and Social Enterprise Sunderland up to £300. Collectively the maximum is £1,000.



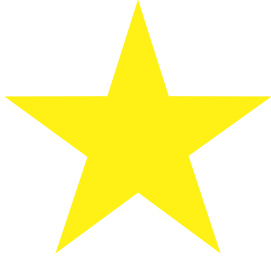
Criteria: dependant on terms of funding.

Inbiz

A “Loan of Last Resort” is available for those with a real business need e.g. to purchase personal protective equipment, maximum of £300 at 0% interest.



Criteria: real business need.



What is your relationship as a provider to the Brokerage Model?

First, what do we understand about the Brokerage Model?

The following description was provided by Business Link County Durham:

The brokerage model of business support aims to provide impartial, objective information and advice about business support products services and funding across the whole business support network, i.e. the total offering of both the private and public sector business support industry regionally, nationally and internationally.

The brokerage model is based around a diagnostic framework. This involves a Broker (including Learning Champions and Skills Brokers) working with the customer to identify the needs of the business. The focus for this activity is “what does a business need” rather than “what do we want to sell them” the process should also distinguish between needs and wants.

A critical part of the brokerage process is identifying all business needs and not working in a “silo”. Whether the first contact is with a generalist Business Advisor or a Skills Broker, the client should ideally be able to have records covered and dealt with in a consistent and integrated way. Once the Broker has worked with the business client to identify all areas of need (whether this is for general business support, higher added value specialist support or skills needs), they will then agree the key priorities for action and discuss relevant solutions. They will also be responsible for bringing in other colleagues to provide more specialist brokerage advice as appropriate.

The next stage in the process is that, based upon the needs agreed, the Broker will identify the potential suppliers who are able to meet them. This will involve using the National Consultants Register, sub-regional Supplier Databases as well as accessing Learning & Skills Council (LSC) approved provision etc. A major factor in the success of such a model is therefore the quality of information on the supplier databases that are available.

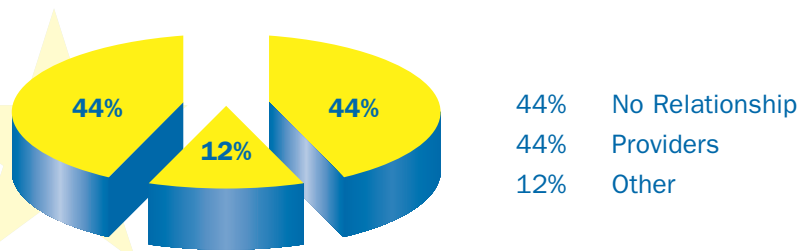
The business client then contracts directly with the preferred supplier, to purchase the required solution (this relationship between business client and supplier may be account managed if required).

The brokerage organisation finally invests in the client business, if appropriate, once the work is complete.

The only elements that are specifically excluded from the Brokerage System are actual delivery as this would go against the impartial broker concept.

What is your relationship as a provider to the Brokerage Model?

Relationship with Brokerage Model within Urban II



Pie chart notes:

Other includes; a retrospective provider to Business Link County Durham and one provider who is informally part of the Business Support Network.

Of the 44% of providers who have no relationship with the brokerage model a number of them stated that they had never heard of the brokerage model and had no understanding of what it represented.

Those providers surveyed who are operating within Brokerage Model:

Business Link County Durham:

- East Durham Business Services
- Northern Pinetree Trust
- Walker Hall Assoc

Business Link Tyne & Wear:

- North East Business Innovation Centre
- Social Enterprise Sunderland
- Walker Hall Assoc

Those providers surveyed who are operating outside the Brokerage Model:

- Acumen
- Capital Project
- Community Action Network
- Development Trust Association
- Hetton & Houghton Business Club
- Inbiz
- Prince's Trust

Question 10

Please provide a description of any networks or other forms of co-ordination relevant to organisations providing enterprise support.

Feedback given by each provider:

Acumen Trust

Aim High Network.
LSP (economy group).
Social Enterprise Durham.
Development Trust Association.

Business Link County Durham

Enterprise Agencies/County Durham Economic Partnership.
Private Providers.
Business Support Network.
Business Link Organisations.

Business Link Tyne & Wear

North East Business & Innovation Centre.
Social Enterprise Sunderland.
Hetton & Houghton Business Club.
Walker Hall – high growth companies.
Sunderland City Council – Economic Development.

Capital Project

Aim High.
Community Action Network.
PCT.

Community Action Network

Acumen Trust.

Community Enterprise Direct

Durham Rural County Council.
Coalfields Regeneration Trust.
County Durham Drug & Alcohol Team (Easington Primary Care Trust).
Council for Volunteer Bureaus.

Development Trust Association

NESEP.
Community Voluntary Sector and Local Authorities.
Durham Social Enterprise Consortium.

Development Research Initiative

Acumen network.
Aim High network.
Durham Social Enterprise Consortium.



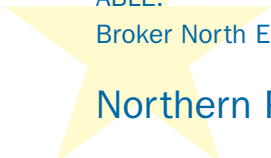
East Durham Business Services

County Durham Enterprise Agency Ltd (referrals and best practice).
Other providers.
Financial Organisations.

Hetton & Houghton Business Club

Business Innovation Centre.
SCEN.

Inbiz




Princes/Shaw/Pinetree Trusts.
Business Link/Walker Hall/Durham New College/Social Enterprise
Sunderland/Chester-le-street & City of Durham Enterprise Agency (CDC).
ABLE.
Broker North East.

Northern Pinetree Trust

Voluntary and Community Network e.g. Business Link, ECF project, Shaw Trust.
Action for employment, job centre plus, primary care trusts, S.E.S.
Interested in developing new networks and partnerships.

North East Business Innovation Centre



Ne-bic Business Clubs – Washington/Wearside Enterprise forum,
Hetton & Houghton.
Incubator Centres, St Peters University.
Consortium TEDCO Tyneside Economic Development, Project North East,
Entrust Newcastle area, Social Enterprise, Inbiz and Economic Development.

Prince's Trust



Business Link and Enterprise Agencies.

Social Enterprise Sunderland



Hetton & Houghton Business Club.
North East Social Enterprise Partnership (NECEP).
Tyne & Wear Social Enterprise Partnership (TWESEP).
Tyne & Wear Consortium.
LSP.
Urban II.

Walker Hall

Prince's Trust, Action Teams, Job Centre's, Broker North East,
Pine Tree Trust, Biz Fizz and Inbiz.

What opportunities are there available for residents of the URBAN II area for enterprise education?

The following providers deliver or propose to deliver enterprise education in the future.

Capital Project

Starting from September Capital Project plan to target younger people for enterprise.

Community Action Network

Future development, looking for premises to set-up an enterprise centre – enterprise education for adults, project development support and possible managed workspace.

Community Enterprise Direct

Open access to a number of courses “Community Enterprise Skills Programme”.

Community Enterprise Direct has designed and developed a Community Enterprise Skills Programme, which has been accredited by the North East Open College Network.

The programme provides a nationally recognised qualification and has 4 levels for enabling people of all abilities to choose the appropriate entry level for them.

Development Trust Association

Enterprise education delivered via the development trust associations regional meetings for example discussions about asset based development.

DRI

It's enterprise – got it (Enterprise Project)

Hetton & Houghton Business Club

Courses available at Hetton Centre.


Inbiz

Provide business planning workshop, asset and book keeping.



Northern Pine Tree Trust

Opportunities for special needs schools, community groups, voluntary sector providing support to the disabled, individuals with disabilities, offenders, ex-offenders or those in receipt of incapacity benefit.




Tailored, personalised enterprise programme modelled around a successful Scottish model of getting enterprise.

North East Business Innovation Centre

Training available at North East BIC, courses available; basic book keeping, buying a franchise, communication skills, effective customer service, effective sales techniques, introduction to finance, financial awareness, market research, marketing your business, pitching for business, promoting your business, team building skills and train the trainer.

Big Ideas is an exciting venture based at the North East Business Innovation Centre. Specially written workshops are delivered by experts and demonstrate the proven generic principles needed to transform a concept into a reality. The modules cover the four main areas of idea development:

- 
- Idea Generation
 - Research and Development
 - Planning and Production
 - Sales & Marketing

Walker Hall

Start-up support events as published on the business creation website.



Do you also operate outside the URBAN II area?

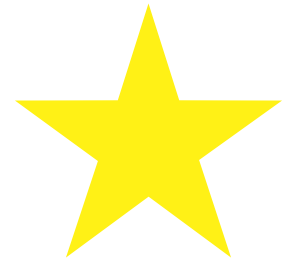
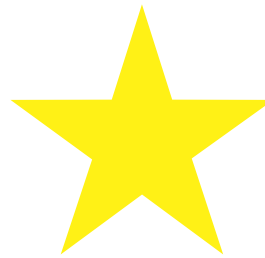
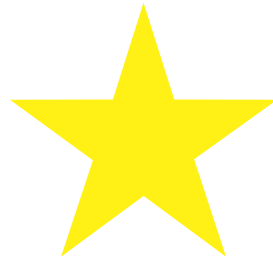
If yes, where else do you operate?

All providers operate outside the Urban II area. Majority of providers operate either county, district and regionally. Prince's Trust, Ne-bic, DTA and Inbiz operate nationally. Ne-bic also operates internationally.

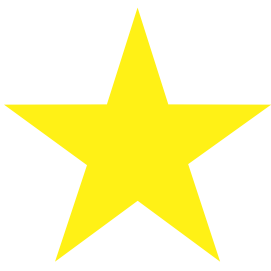

Additional Background Information

Appendix 2 details the current/proposed activities by each provider.

Appendix 3 details the number of clients, businesses and interventions supported within urban II. In general this information was difficult to obtain with some providers unable to access the information or unable to report by the same period, 5 providers were unable to provide data.



6 Conclusions



Of the 16 providers surveyed generally they are all delivering a similar level of business support provision with the exception of the Capital Project and Hetton and Houghton Business Club.



Data supports that 6 of the providers (37%) are delivering business support within the Urban II area. 4 providers (25%) exclusively engage with disadvantaged or harder to help groups.

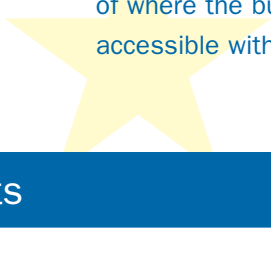
The research identifies that providers are reliant on non-permanent funding with 2 providers (12%) reliant on Urban II funding.

The criteria for eligibility of funding used by providers has the potential to exclude Urban II residents.





Only 7 providers (44%) work within the Brokerage Model.

Opportunities exist for more providers to deliver enterprise education within the Urban II Programme area.



Considering the socio economic structure of the programme area there are only a small number of providers who engage with disadvantaged or harder to help groups. During this survey it has become apparent that at least half of these providers face uncertain futures. The other concern is the location of where the business support provision is being delivered in other words accessible within the community.

7 Acknowledgements



Thank you to all the providers who took part in this survey and provided additional information to support the report. Would also like to thank Adam White and all those at the District of Easington who provided support and encouragement.

No	Contacted	Organisation	Interviewed?
1	John Scott	Business Link Tyne and Wear	YES
2	John Riley 'O Donnell	Business Link County Durham	YES
3	Kate Welch	Acumen Trust	YES
4	Clare Elliott	Capital Project	YES
5	Val Metcalf and David Lodge	Hetton and Houghton Business Club	YES
6	Miles Keith	Regen School North East	NO
7	Mark Saddington/Bill Robinson	Social Enterprise Sunderland	YES
8	Jane Mardon	Development and Research Initiative	YES
9	Sarah Slaven	East Durham Business Service	YES
10	Andrea Machin	Walker Hall Associates	YES
11	Lucretia Merrie	InBiz Limited	YES
12	Michael Dennison	Community Enterprise Direct (Northern)	YES
13	John Smalley	Community Action Network	YES
14	Gerry Caldwell	Prince's Trust	YES
15	Shirley Hermiston	North East Business Innovation Centre	YES telephone
16	Gail Bland	Development Trust Association	YES telephone
17	Michael Leithrow	Northern Pinetree Trust	YES telephone
18	Linda Ferguson	CDC Business Partnership	NO
19	Julia Macfarlane	St Peter's Gate Sunderland Science Park	NO

Information Missing - Details

Data – number of clients, businesses etc supported within urban 2

Clarification of Funding information from Funding Manager

Updates to follow on exact number of beneficiaries and enterprise courses when info becomes available.

Questionnaire provided, no feedback given.

Organisation description, logo and accurate data.

Org desc, logo, data, funding, confirmation of relationship to brokerage model.

Data, not available regionally.

Data.

Appendix 2

Providers current/proposed activities within Urban II area

Acumen Trust

Biz Fizz (enterprise coaches).
Business Support Service.
Social Enterprise Dalton Park Children's Centre.
Generic Support Structure for Community Enterprise.
Through Aim High Network, provide advice for enterprise and signposting for enterprise development.

Business Link County Durham

Enterprise Commissioning Framework – Inspiration & Start –up.
Business Support Network Project.
Basket of projects under workforce development.

Yes, there are conditions attached.

Business Link Tyne & Wear

No specific projects.

Capital Project

The Capital project offers access to interesting and fun courses in: graffiti art, literacy, numeracy, football coaching, computer training, confidence building, communication skills, key skills, digital photography, music workshops, dj-ing courses, first aid, health and social care, health & safety, parenting skills, positive pathways, healthy eating, food hygiene, complementary therapies, enterprise skills. Courses are free to all unemployed residents of Murton, South Hetton, Haswell & Haswell Plough.

Community Action Network

Deliver Capital Project in Murton, South Hetton and Haswell.
Identify premises to set up an enterprise centre for Urban II area.



Community Enterprise Direct

Business Plans.
Training of staff/volunteers/school groups.
Business Support Services (printing/design and production)
Fund raising advice and assistance.
Management Committee Training.



Development Trust Association

Offering support and advice to their members.
The Enterprise Accelerator – designed to provide both group learning and one-to-one support and assistance from experienced community enterprise practitioners and others.



Development Research Initiative

Inspire.
Merit.
Community Enterprise – Performance Arts.
Conditions: unemployed and age.



East Durham Business Services

Encourage and Support New Start Businesses, Business Survival and Growth.
Workforce Development.
Apprenticeships.



Hetton & Houghton Business Club

Networking
Accessibility for members services/contacts.
Encouraging companies to be proactive.
General business support.
Proposal for E-enablement project.
Proposed Open day at the Enterprise Centre.



Inbiz

Ex-offenders/Disabled helping them into self employment.
Start right/pathfinder helping lone parents.

**Northern Pinetree Trust**

Free provision embraces pre-start enterprise awareness, business start-up counselling and training (self employment), access to finance through grants and specialist loan fund.

**North East Business Innovation Centre**

Work on behalf of other people (third level). More information to be supplied.
New Entrepreneurship Scholarship. Enterprising Tyne & Wear.
One North East direct funding to provide support.
Newcastle University direct funding to provide support.

**Prince's Trust**



Helping Young People between 18-40 who have a desire to go into self employment.

Social Enterprise Sunderland

Business Start-up.
Community and Social Enterprise.

**Walker Hall**

Awareness Raising – Action Teams, Aim High Centre @ seaham.
No conditions – anyone with a business idea.



Number of clients, businesses and interventions supported within Urban II

Acumen Trust

25 community based enterprises (January-June 2005) of which 8 are starts.

Business Link County Durham

We have helped 31 businesses and 26 pre-starts in the last 12 months in the postcodes listed.

Business Link Tyne & Wear

Information unavailable due to a number of technical problems, CMS is in the process of being upgraded.

Stated by BLTW - My guess is that the results will be mixed anyway and probably point to the fact that the number of people that we have supported to start up a business within the two wards in our area will be relatively low in comparison with the overall adult population. This is a factor across the sub region and is inherent in the fact that we have a low start up rate per population.

On the existing business side I expect that there will be pockets in the area that we have high levels of interventions with businesses such as Hetton Lyons Ind Est, however as I outlined in our discussion we typically do not have a lot of interaction with small retail operations which I'm guessing will make up a significant number of the businesses trading within the two wards.

Capital Project

130 beneficiaries in total (not business support provision)

Community Action Network

None.

Community Enterprise Direct

10 groups over the last 12 months.

Development Trust Association

N/A

Members: Acumen (Horden), Ford & Pallion & Millfield Community Development Project (Sunderland), Wearmouth Community Development Trust (Sunderland).

Development Research Initiative

Information not supplied.

East Durham Business Services

16 clients over last financial period 2004/05

Hetton & Houghton Business Club

Jobs created 2004 (1), 2005 (2)
Jobs safeguarded 2004 (5), 2005 (0)
SME support/assistant 2004 (9) 2005 (4)

Inbiz

Information not supplied.

Northern Pinetree Trust

Information not supplied.

North East Business Innovation Centre

From the postcoded areas ne-bic have helped 8 people and 1 business in the period 01/01/04 through to 31/03/05. A total of 27 actual interventions with these in the same period.

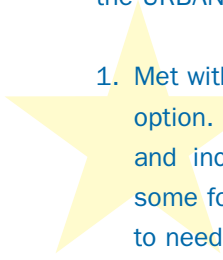
Prince's Trust

No data available regionally.



Social Enterprise Sunderland

In the year ended March 2005 the SCEN business adviser based in the Coalfields had the following activity with residents of the Sunderland part of the URBAN 2 area:

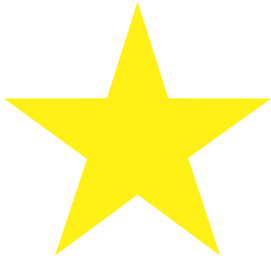
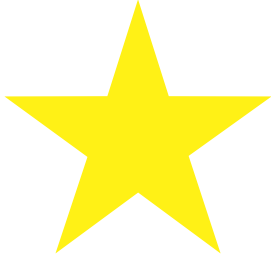
- 
1. Met with 32 new clients who were considering self employment as an option. Introductions mostly through agencies involved with unemployment and incapacity therefore 95% of the clients were out of work and on some form of benefit. Number of meetings per client varied according to need.
 2. Of these clients 10 fully developed their ideas and commenced trading as a new start up business within that year. One of the businesses employed a driver so in total 11 new jobs were created.



In addition to the above 1 business start.

Walker Hall

April 04 – April 05 East Durham Approx. 152 Start-ups.



URBAN II

Research Project

Availability of business/self employment support within the URBAN II Community Initiative area.

Example Questionnaire

Contact details of provider:

Provider:

Contact:

Address:

E-mail:

Website:

Organisation description:

Current / proposed activities within Urban II:

(projects - who for and any conditions) Number of clients, businesses and interventions supported within Urban II:

Questions

1. What kind of business support provision do you provide within the Urban II area (including pre-start up stage of self employment/business development, small and medium sized enterprises and Social/Community Enterprise sector)?

Level of support

- 1. Pre-pre-start-up
- 2. Pre-start-up
- 3. Small/medium sized enterprises
- 4. Social/Community Enterprise
- 5. All of the above

Pre-pre-start-up:

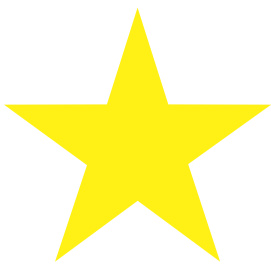
- 1. Information, advice and guidance
 - 2. Funding advice / support
 - 3. Skills assessment
 - 4. All of the above
 - 5. Not applicable
- Other, please state

Pre-start-up:

- 1. Information, advice and guidance
 - 2. Funding support
 - 3. Skills assessment
 - 4. Support with feasibility studies
 - 5. Organisational/legal structures
 - 6. Business Planning
 - 7. Cash Flow Planning
 - 8. All of the above
 - 9. Not applicable
- Other, please state:

Business advice:

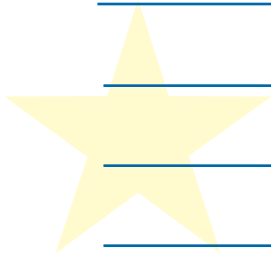
- 1. Marketing
 - 2. Sales
 - 3. Finance and grants
 - 4. Human Resources
 - 5. Taxes, Returns & Payroll
 - 6. Premises and Health & Safety
 - 7. Legal Issues
 - 8. Retail
 - 9. Business Planning
 - 10. Cash Flow Planning
 - 11. Business Growth
 - 12. Business Mentoring
 - 13. Property
 - 14. All of the above
- Other, please state



2. How is the eligibility for business support provision determined?



3. Who is the support available to?



(disadvantaged people; young/old people, disability, displacement, collapse of industry or other employment providers, geography/postcode, prejudice and discrimination).

4. Is there a restriction on client contact time? Yes/No

If yes, how many hours?



5. When and where is the business support provision delivered?

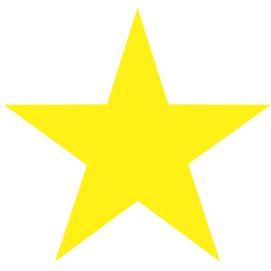
(Schedule/time plan available, Community based?)

6. What current funding is available to your organisation?

7. What level and type of funding is available to clients?

(grants, overdrafts and loans)

8. What criteria is utilised to justify this activity?



9. What is your relationship as a provider to the Brokerage Model?



10. Please provide a description of any networks or other forms of co-ordination relevant to organisations providing enterprise support?

11. What opportunities are there available for residents of the URBAN II area for enterprise education?

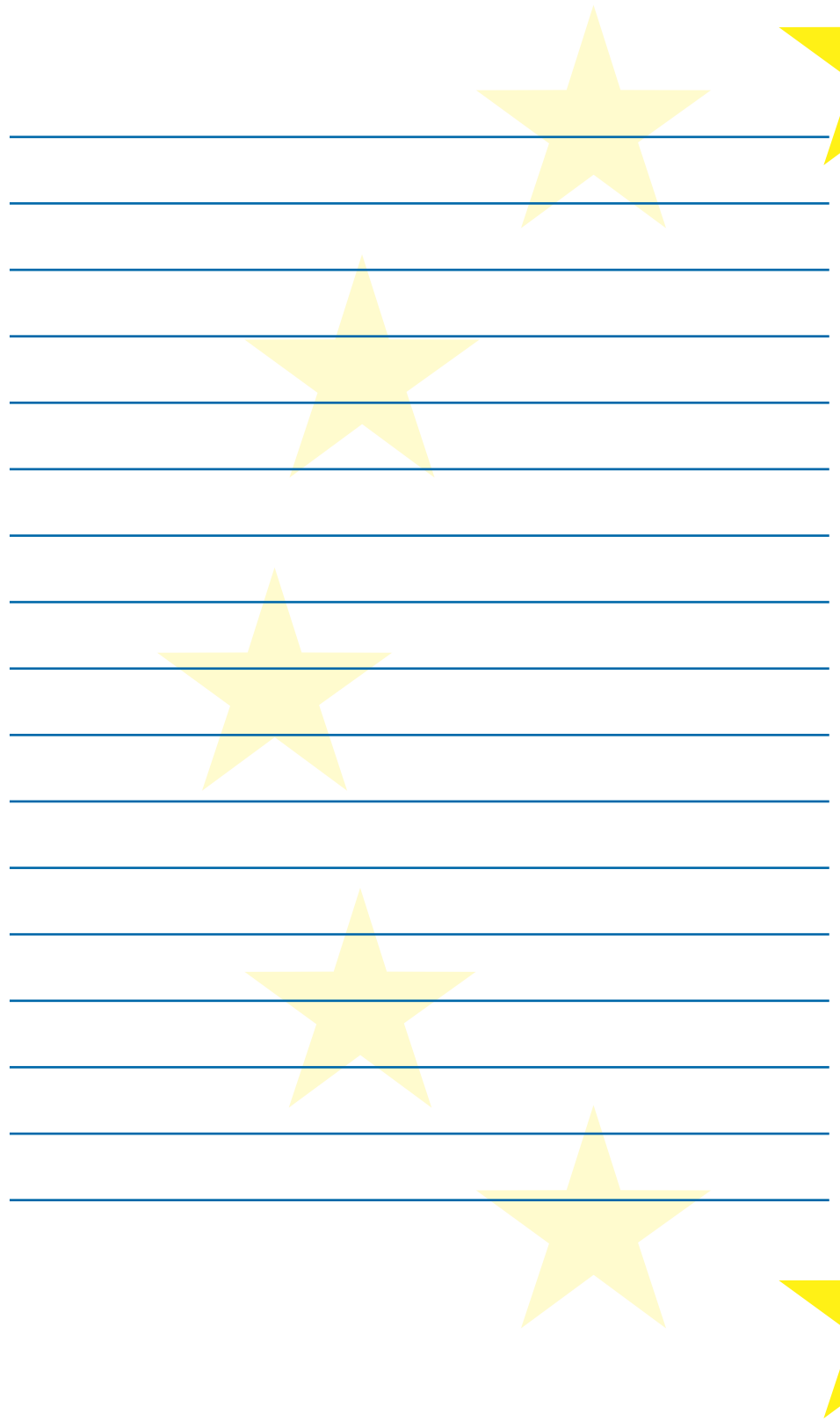


12. Do you also operate outside the URBAN II area? Yes/No

If yes, where else do you operate?



Notes



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A decorative graphic consisting of several yellow stars of varying sizes and orientations, scattered across the page. One large star is on the left edge, another is in the upper left, and several others are in the lower left and bottom left corners.

Provider Declaration

I confirm that all the information provided for this questionnaire is correct and complete to the best of my knowledge.

I confirm that I have attached all required documentation.

I agree that the information gathered from this research may be shared with other organisations and may be published in a final report.

Signature

Date



District of **easington.**

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