



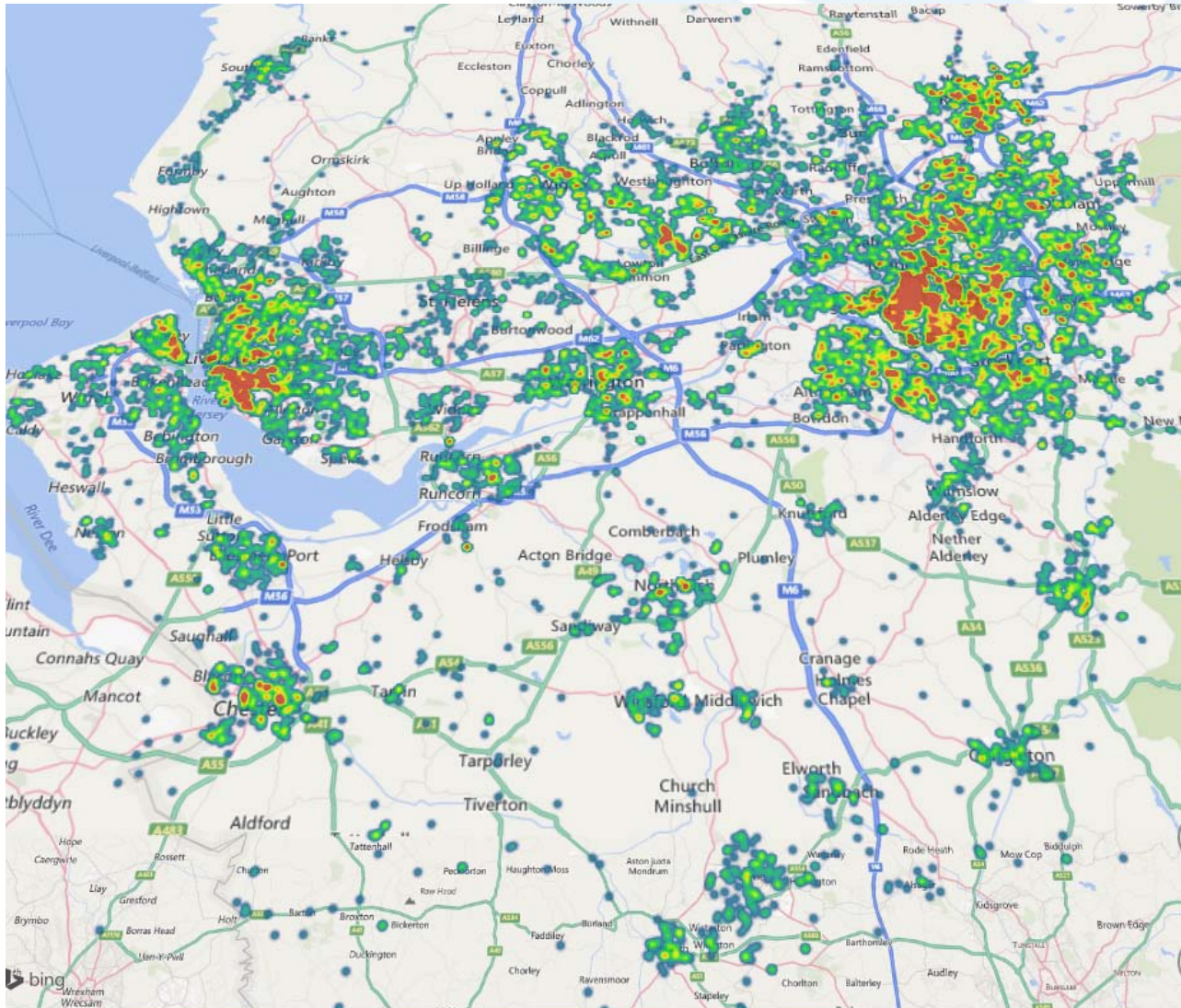
Boosting Ethnic Minority Entrepreneurship

Paul Mooney
21st October 2014

Blue Orchid In Brief

- Established 2001 in Merseyside (now based in Manchester)
- 105 staff, 20+ associates
- Deliver business support services in:
 - Cheshire & Warrington, GM, Merseyside
 - Worcestershire, Staffordshire, Birmingham, Bristol
- Funders: DWP; DCLG; 25 local authorities; BIS; SFA

Blue Orchid Heat Map NW 2011-13



blueorchid

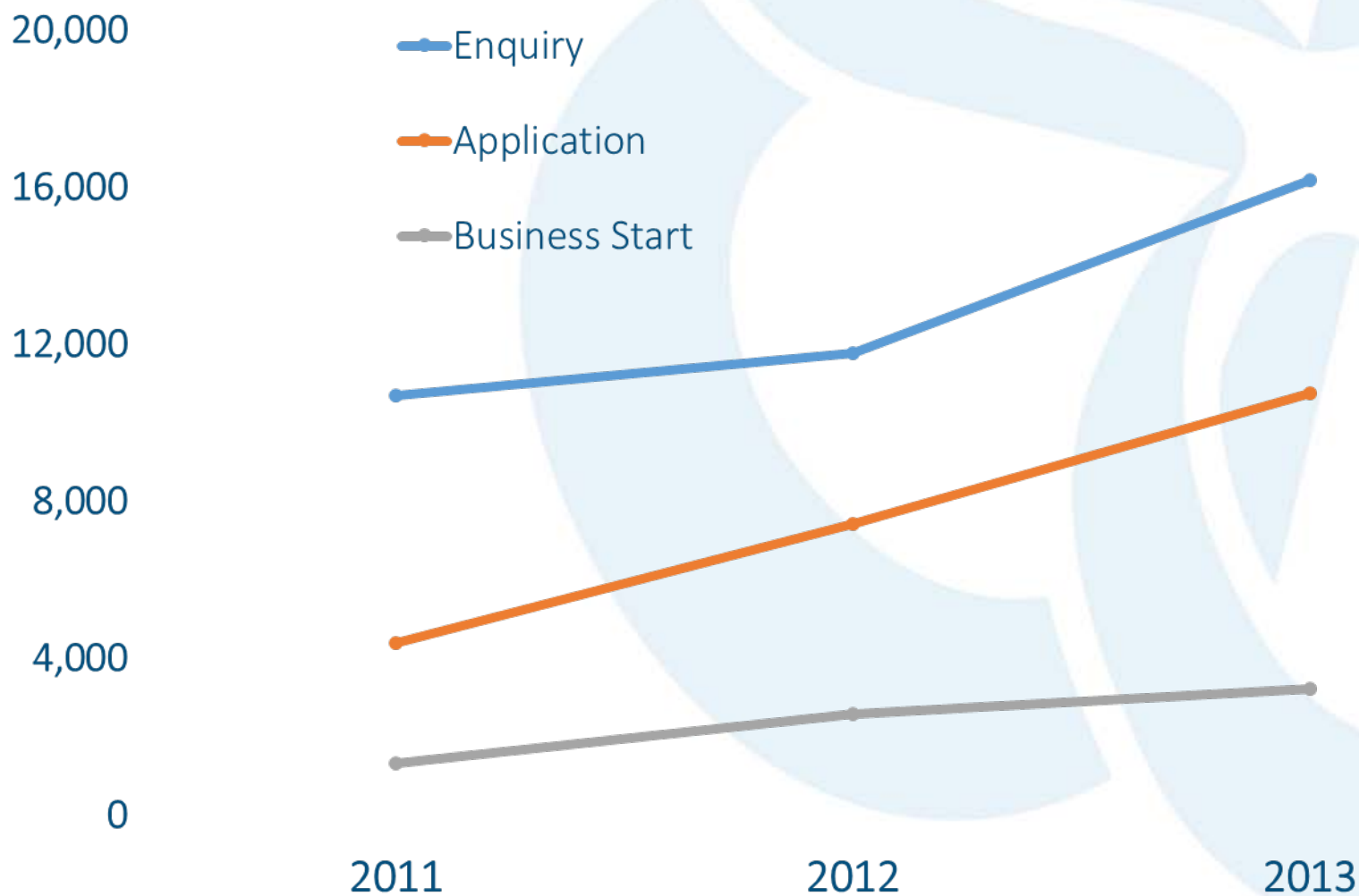
www.blueorchid.co.uk

Company Vital Statistics

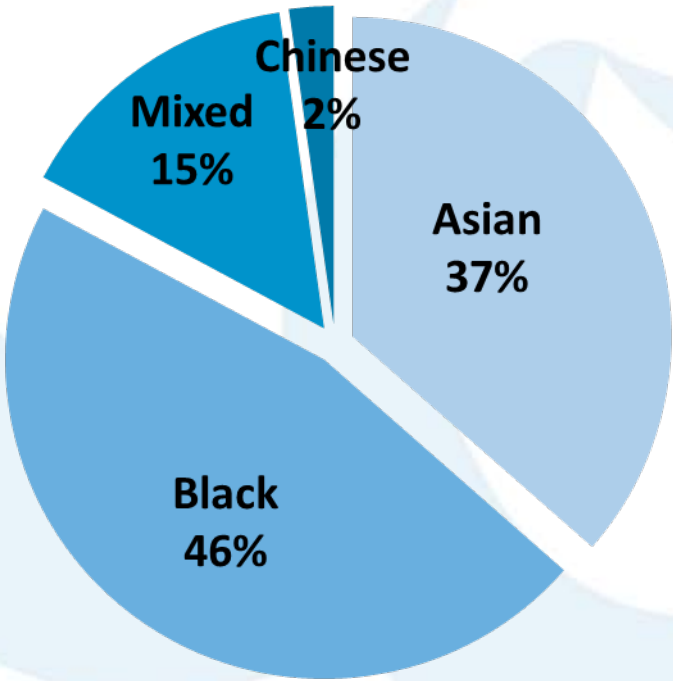
Since 2010 we have:

- Established 7,000+ new start-up businesses
- Supported 4,100 small businesses
- Created 11,000+ new jobs
- Achieved one-year business survival rates of 79.8%

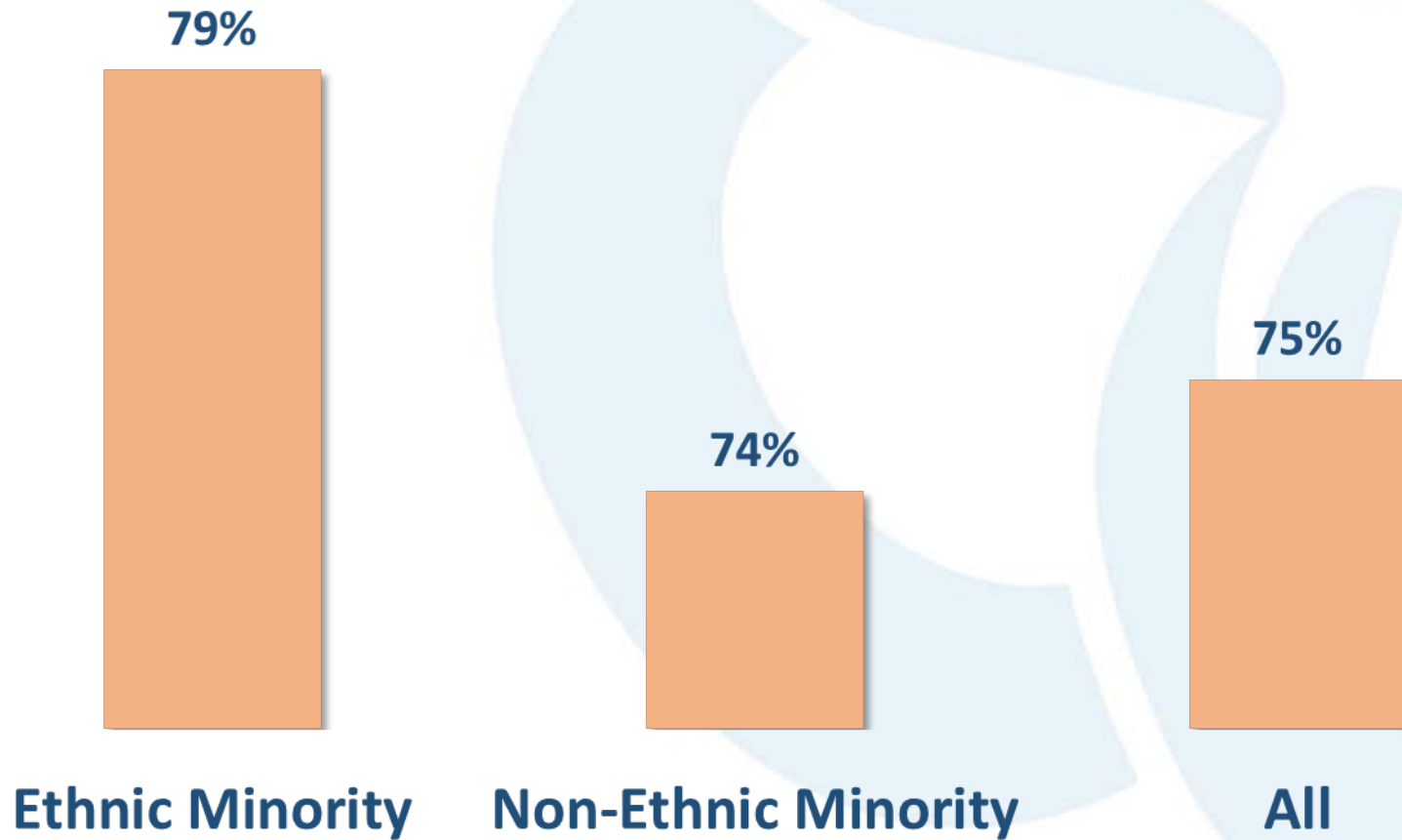
Start-up Enquiries, Applications & Business Starts 2011-13



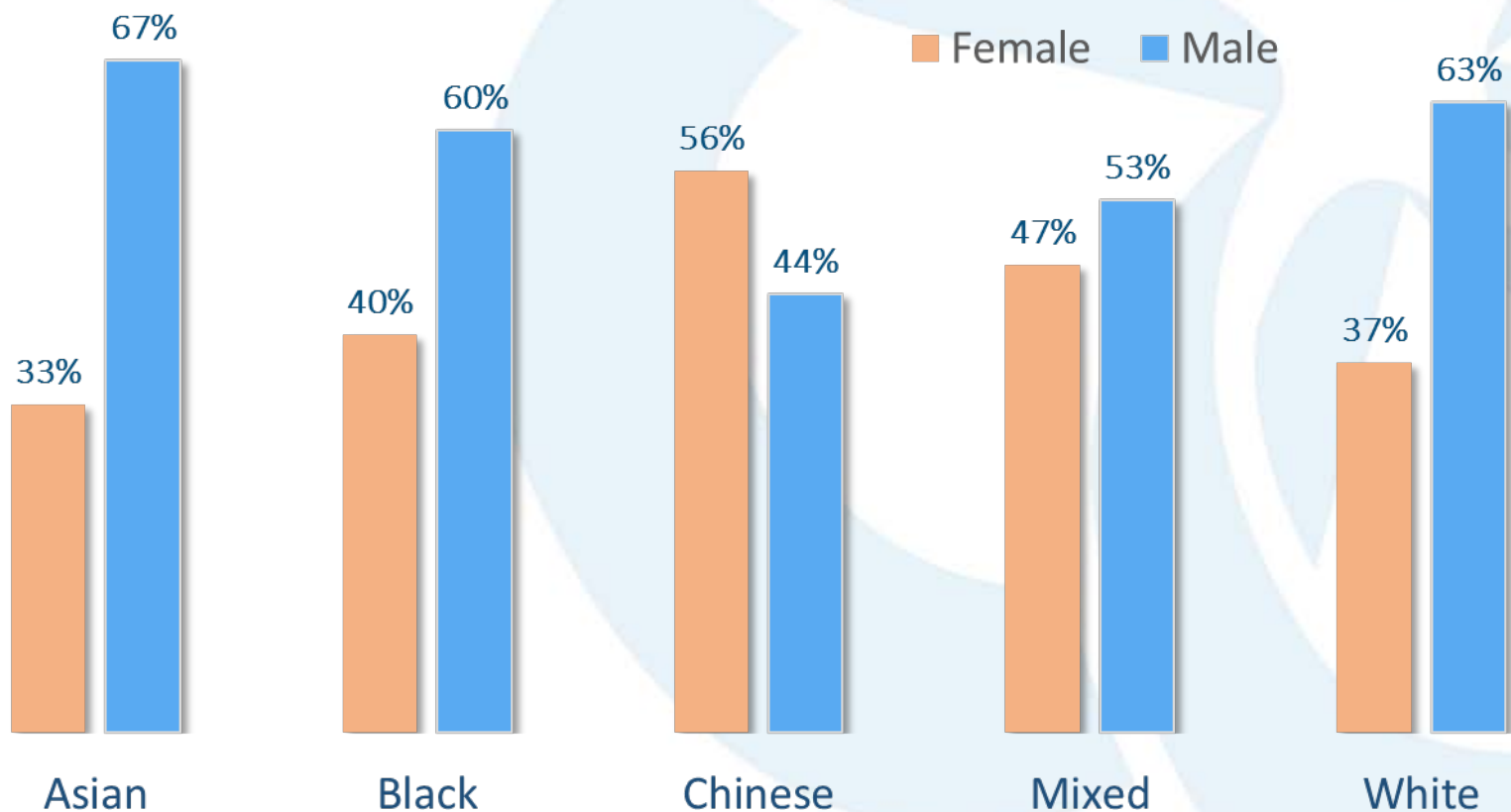
Start-up Applications by Ethnic Origin



Unemployed Applicants

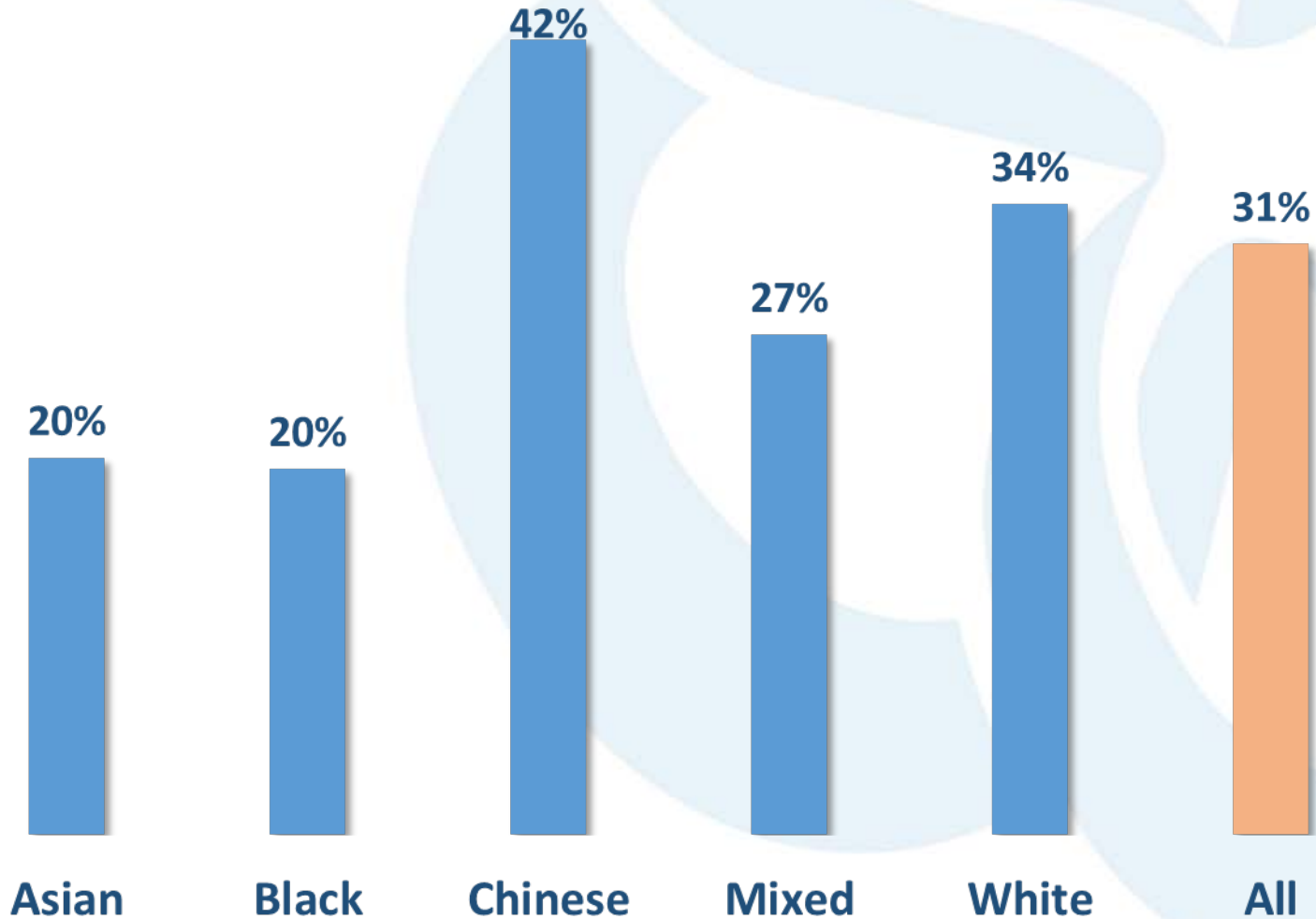


Applications by Gender & Ethnic Group



Conversion Rates* by Ethnic Group

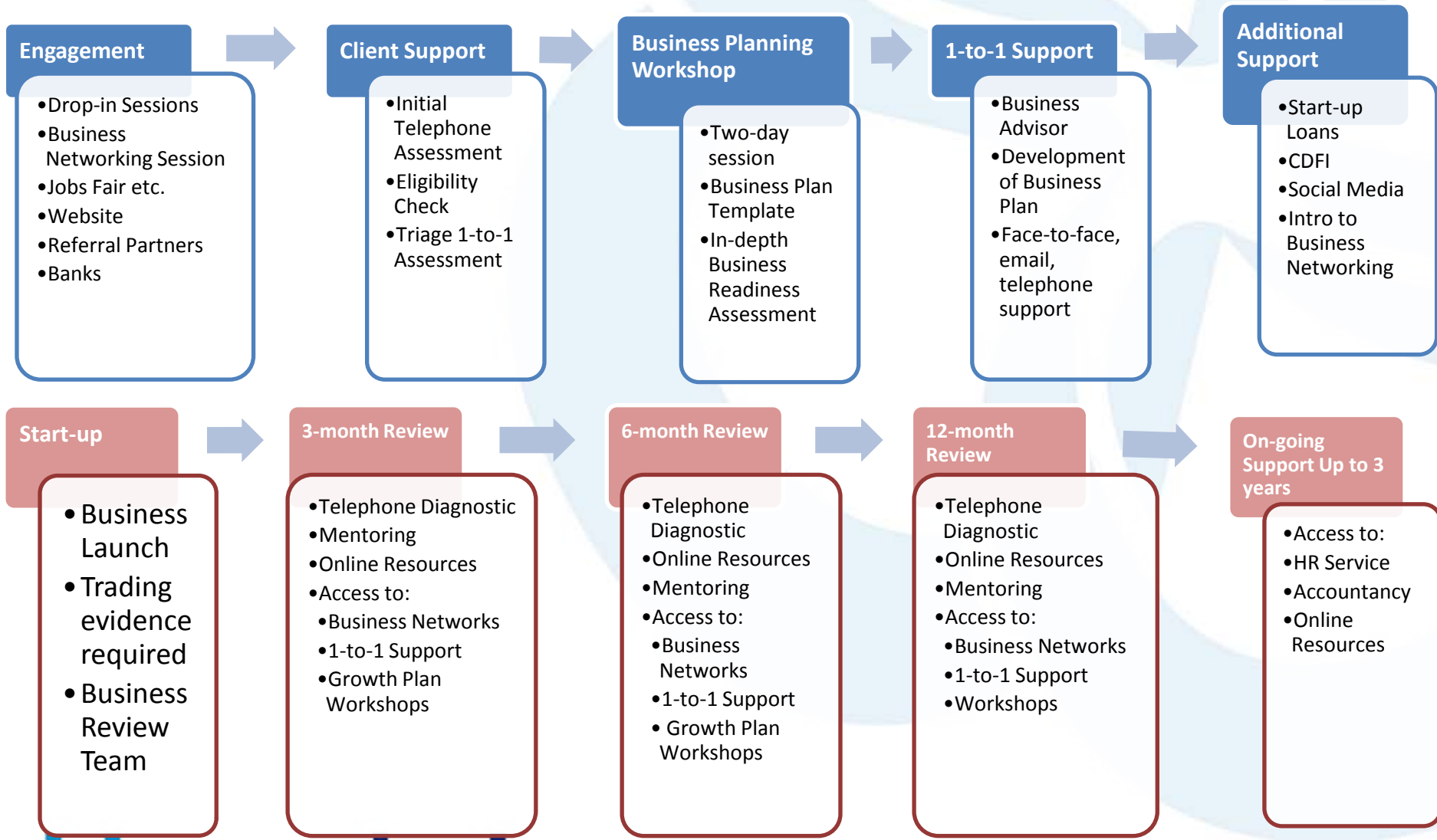
(*% of applications that convert to trading businesses)



Critical Delivery Factors

1. Process
2. People
3. Partnership

Client Journey





1. Process

- Engagement – multi-faceted
- Assessment – holistic, detailed, ongoing
- Client Journey – flexible, personalised
- Content – relevant, up-to-date, standardised
- After-care – proactive, appropriate

2. People

- Recruitment – open-minded approach
- Key Qualities of Delivery Staff
 - Empathy with client group
 - Resilient
 - Resourceful
- Peer-to-Peer Scrutiny
- Knowledge-sharing

3. Partnership

- Proactive outreach
- Bespoke engagement
- Practical collaboration
- Joint case management
- Feedback