



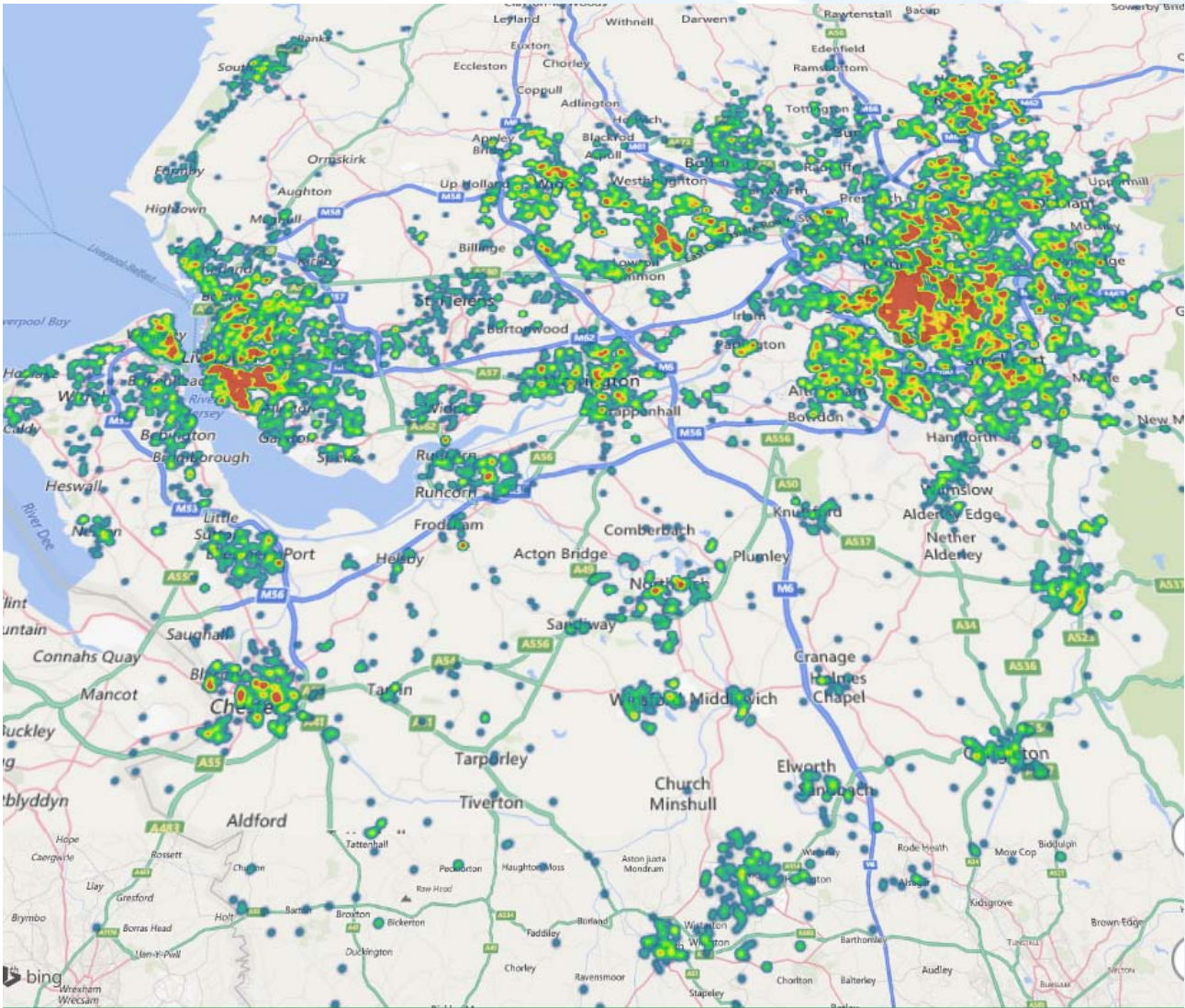
# Boosting Ethnic Minority Entrepreneurship

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21<sup>st</sup> 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

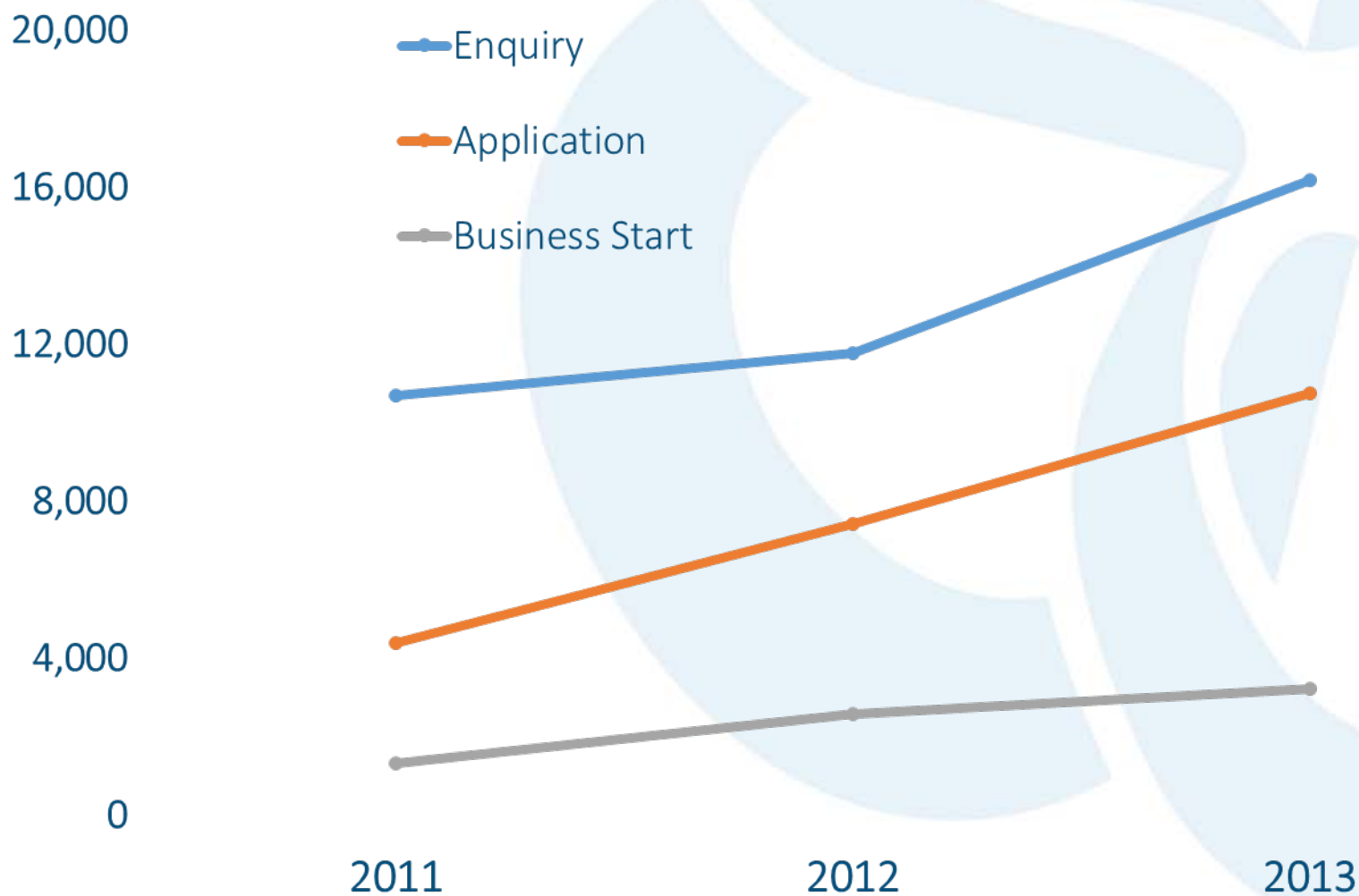


# Company Vital Statistics

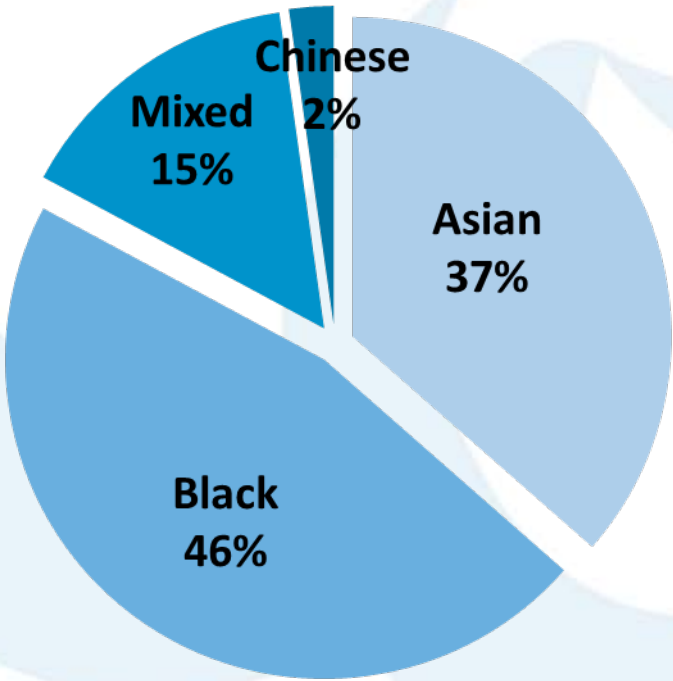
Since 2010 we have:

- 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%

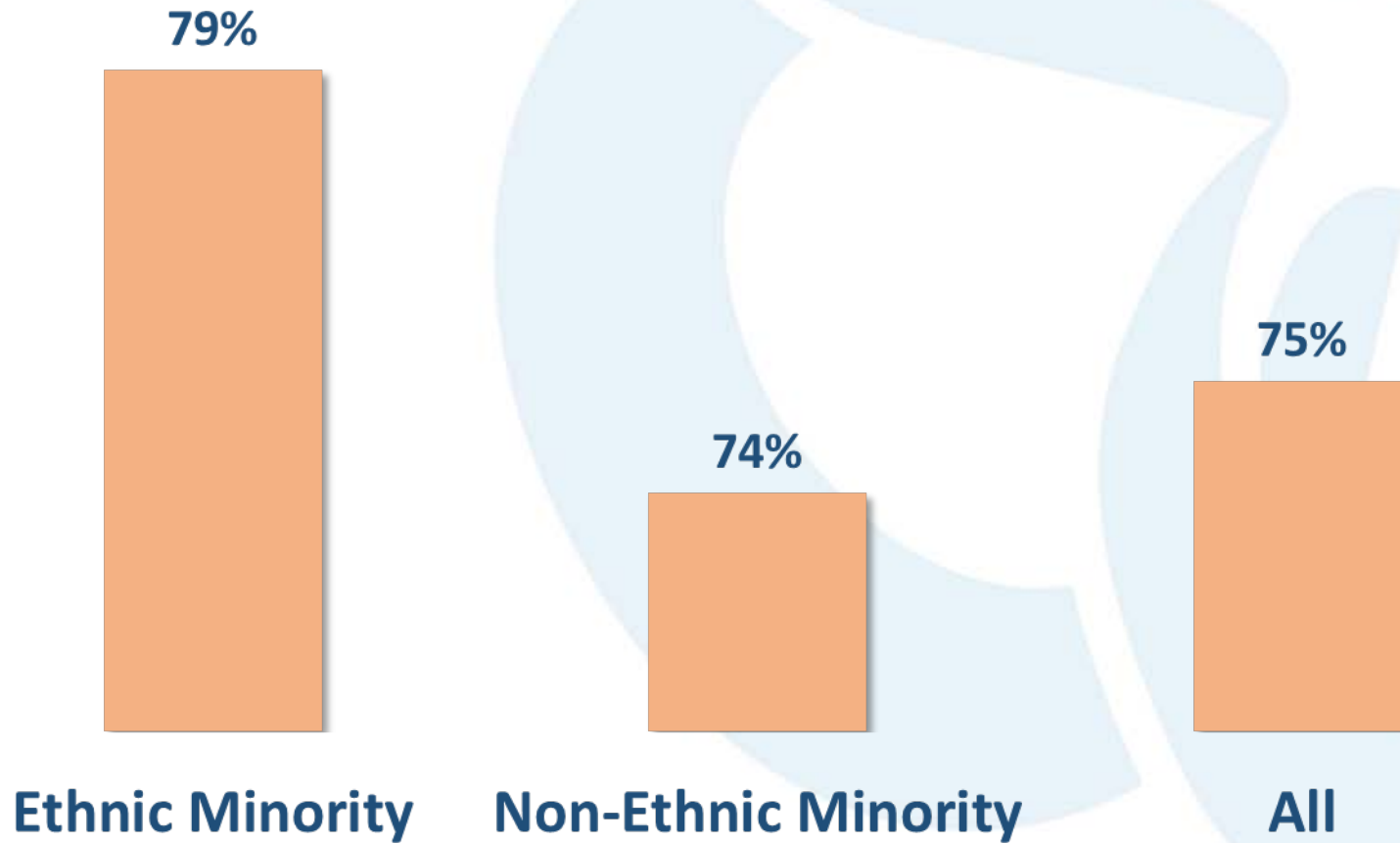
# Start-up Enquiries, Applications & Business Starts 2011-13



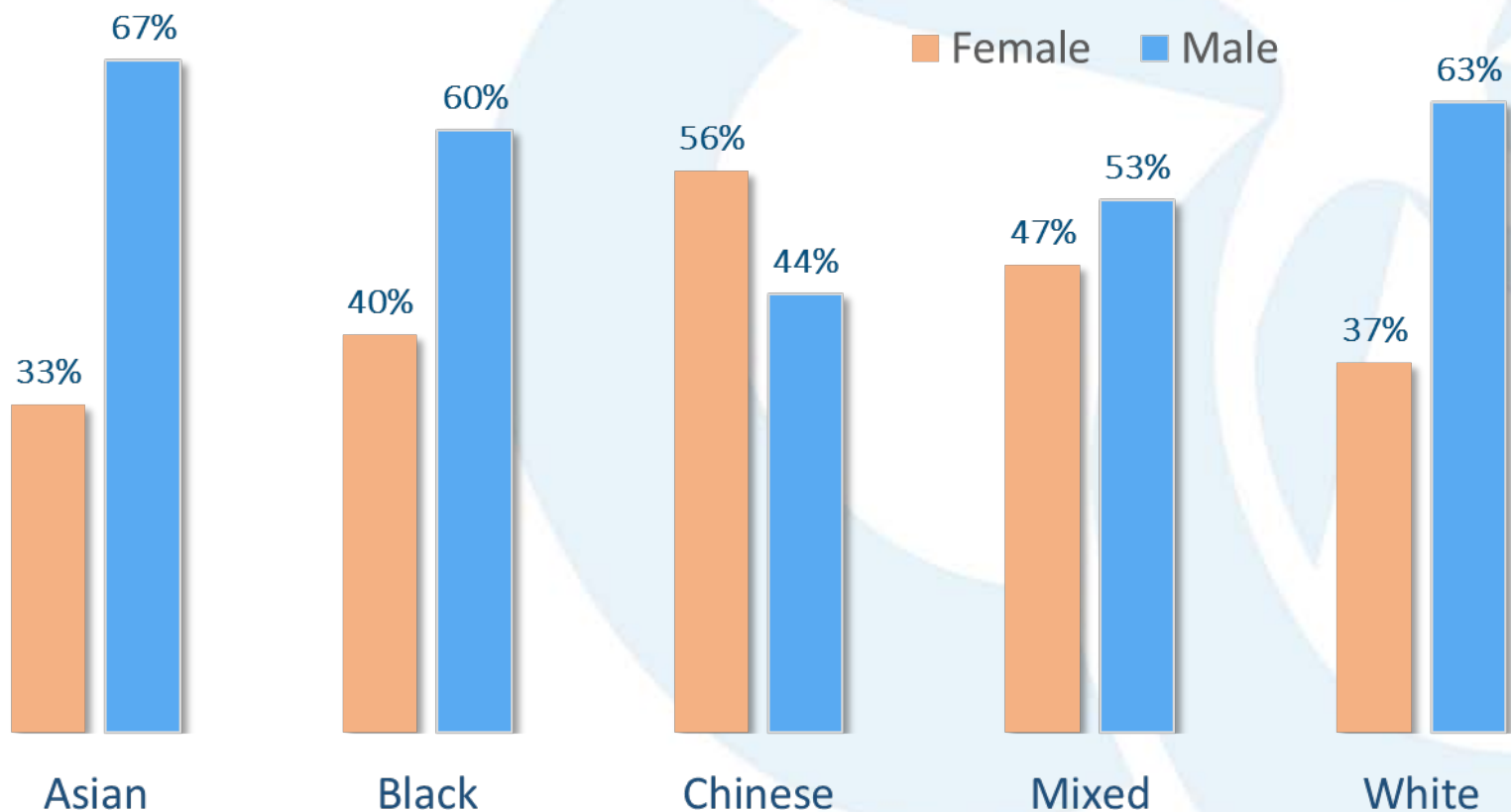
# Start-up Applications by Ethnic Origin



# Unemployed Applicants



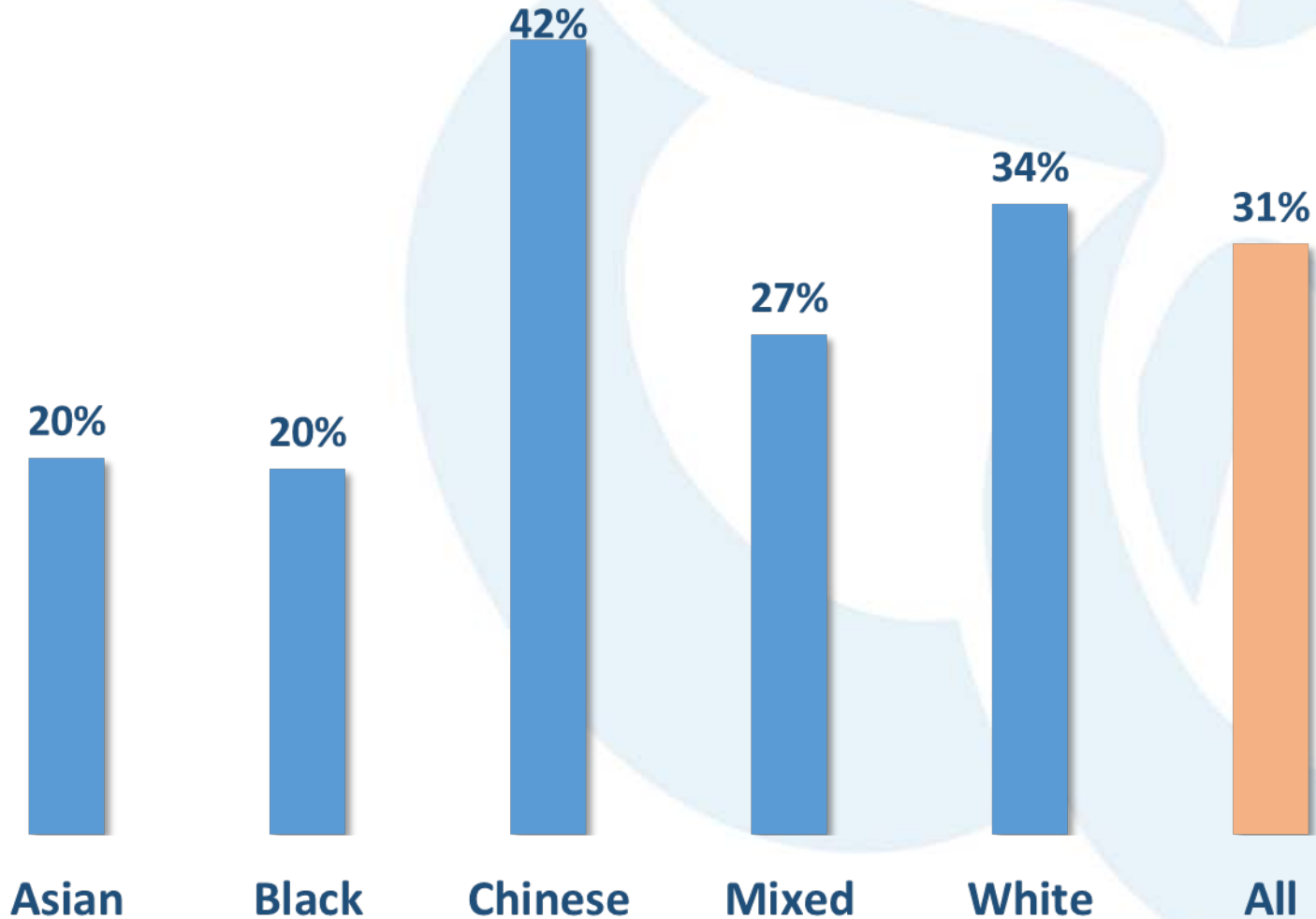
# Applications by Gender & Ethnic Group





# Conversion Rates\* by Ethnic Group

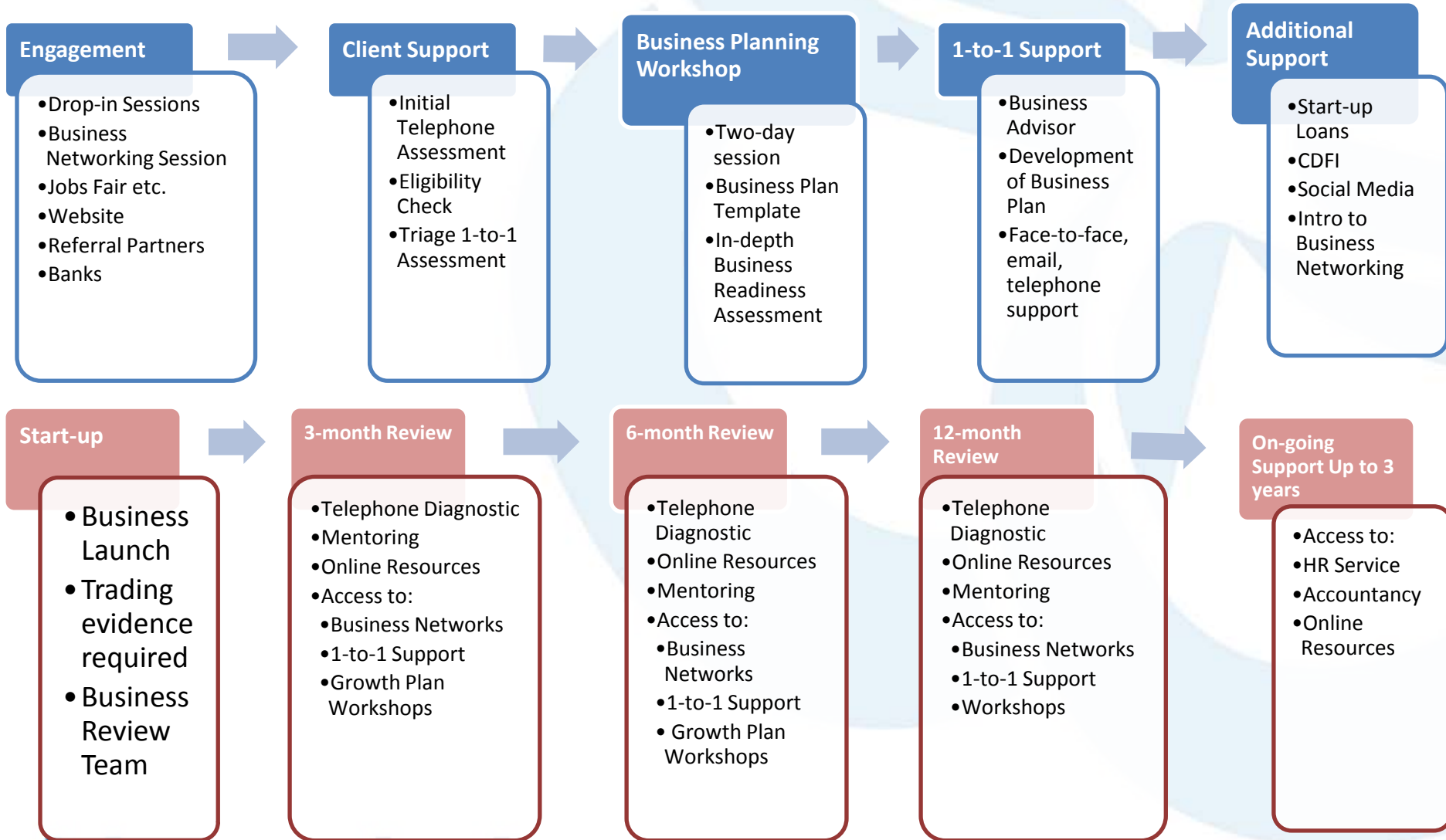
(\*% of applications that convert to trading businesses)



# 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