



INSPIRING **ENTERPRISE**

Building Better Opportunities



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WSX Enterprise Ltd

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date | Meeting



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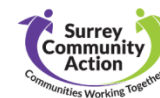
Building Better Opportunities



Inspiring Enterprise

Your journey to a better tomorrow begins today

Henriette Reinders



The Inspiring Enterprise project

Working with unemployed and inactive people far removed from the workplace in Hampshire and Surrey

- Move into self-employment (setting up their own business) through creating a social enterprise or conventional business
- 5 Delivery Partners, 22 people working on the project (13 full-time), target of 500, £1.45 million
- Main results: self-employment/employment, training or job searching
- Leading to greater economic and social inclusion for individuals and economic growth
- Project extended until March 2019, awaiting confirmation BBO extension info until 2021



The process

- Referrals from feeder organisations or project website
- Added to online CRM system and allocated Business Advisor
- Meeting Face to Face
 - Needs analysis and Evidence Collection
 - Plan of action
- Mentoring until Result/Ready
- Business Essentials Workshops/Networking/Workshops

Examples

Barry – Set up gardening services business

Has health issues but wanted to “get out there and do something”. Helped him to develop a realistic business plan which includes a social element.

“For me it was less a question of is it for Me? but more a question of helping me to get started. Inspiring Enterprise has been great at guiding me and offering really helpful advice”

Kirsty – mobile hairdresser

Single mum with disabled daughter. Needed to work around her caring needs. *“The project has been brilliant. It has not only instilled confidence in me – which is a big deal – but also helped me prepare my business plan, which I was finding difficult due to my dyslexia”*

Challenges

Technical:

- Documentation, shifting requirements from funders
- ESF restrictions, wet signatures needed
- Unemployed/no income rule:
 - High level of underemployment, people who only work a few hours/0 hrs based contracts

Changes in benefits – roll out of Universal Credit (benefits system)

Developing Social Enterprises

- Different to setting up conventional business: takes more time, attracts different type of people.

Challenges

Participants have many different needs

- not everybody can become self-employed
- many get the confidence to find a job or start searching for a job
- others are referred to other support organisations

Attracting Economically Inactive Women

- Social Media is the place where they hang out!
- Women/Parent Charities

Important for Success

- Strong links with feeder organisations:
 - Job clubs, Job Centre Plus, Charities, Prisons
- Cloud-based CRM system ZOHO: used by all staff to submit participant data, easy reporting tool
- Relationship between Business Advisor and Participant
- Social Media profile and activities: FB advertising
- Closed Facebook groups: great tools, but need maintaining!
- Using Participants as suppliers: speaker engagements, photography, Project Accessibility Report

Going forward

- More Social Media-based PR to attract more economically-inactive people
- Introduce #beinspired
- Facebook group for the whole project...
- SMS service
- Set up Slack for Project All staff
- Look at ways of support after exiting start ups
- More Structural Networking
- Engage with new feeder organisations

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Contact Us

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Thank You
Questions