

++++++ **IT ALL ADDS UP** +++++++  
++++++ +++++++  
++++++ +++++++

**A CELEBRATION OF 20 YEARS OF EUROPEAN FUNDS IN WESTERN SCOTLAND**

**Project Name** Ethnic Minority Business Support  
**Project Sponsor** Glasgow City Council

### **PROJECT ORIGIN AND DEVELOPMENT**

An evaluation in 1997 into the activities of the Ethnic Minority Enterprise Centre (EMEC) identified that a need existed for targeted business development support for ethnic minorities. Further research by the Paisley Enterprise Research Centre (PERC) confirmed the need to form more effective business links with the aid of significantly improving access to new markets, new finance, networking, assist in diversification and empowering the community through entrepreneurship.

### **PROJECT AIMS AND OBJECTIVES**

This project aimed to provide an inclusive business support service for ethnic minority businesses who seek to grow a sustainable innovative business. The intention was to create additional new employment opportunities which aimed to predominately benefit local people from designated excluded communities. The project aimed to increase general awareness levels among ethnic minority small and medium sized businesses (SMEs) of mainstream business development services and intended is to improve relations and encourage greater use.

### **PROJECT ACTIVITIES**

- To identify growth business within the ethnic minority community and provide priority assistance for them to adopt innovative management processes and help introduce new technology.
- To provide support in accessing relevant business support from mainstream business development agencies.
- To help identify business needs and then to facilitate the appropriate programme of business solutions in partnership with other support agencies.
- To encourage and promote high value added enterprises to entrepreneurs engaged in niche and/or declining markets.
- To provide a range of promotional and marketing materials with the aid of highlighting successful role models within the community.
- To establish relevant business links and improve access for ethnic business to mainstream markets through networks, training workshops, business information seminars and through provision of business information literature.

### **PROJECT STRUCTURE**

The project was a partnership between Glasgow City Council, Scottish Enterprise Glasgow and the Ethnic Minority Enterprise Centre.

The ERDF grant contributed towards the continuation and enhancement of the Ethnic Minority Business Development Team project through the provision of funding for two dedicated business development advisors reporting to a principal officer.

## PROJECT FINANCE

Funding Partners Glasgow City Council, Scottish Enterprise Glasgow, Ethnic Minority Enterprise Centre

Eligible Costs £243,466

ERDF/ESF Support £514,606

Priority/Measure Western Scotland Objective 2 Programme 2000-06 - Priority 1  
Develop the Competitiveness and Innovation of the regions SMEs

Measure 1.2: Enhance SME advice and support services to develop a competitive and innovative business base.

## PROJECT PERFORMANCE

Indicator	Target	Achievement	% Target Achieved
No of existing businesses receiving advice	42	163	388.10%
No of new businesses receiving advice	12	86	716.67%
No of instances of advice to existing businesses	300	336	112.00%
No of instances of advice to new businesses	150	304	202.67%
No of new businesses receiving advice	63	143	226.98%
No of assisted businesses from areas most in need	45	51	113.33%
No of assisted businesses owned or managed by ethnic minorities	45	126	280.00%
No of assisted businesses owned or managed by women	13	20.5	157.69%
No of instances of assistance to businesses owned by ethnic minorities	135	152	112.59%