

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

A CELEBRATION OF 20 YEARS OF EUROPEAN FUNDS IN WESTERN SCOTLAND

Project Title	ICONS Development Partnership
Lead Partner	Napier University

Background

Icons is a Scottish Development Partnership under the Theme C of the Equal Programme. The priority under Theme C is *'Opening up business creation to all'*.

Icons DP was established in the first Round of the Equal Programme (2004 – 2007) by 9 organisations from Further and Higher Education; Local Authorities; Voluntary and private sector, across the central belt of Scotland.

DP Aims and Objectives

Through 4 of the 5 projects the ICONS DP aims to pilot a range of interventions to help remove the barriers to business creation for target groups of Black and Ethnic Minority (BME), Refugee, new migrants and excluded individuals.

A sectoral focus on the Creative Industries will be a significant part of this Partnership together with the development of creative techniques to enhance business creation in Rural areas.

In one project the ICONS DP will also research and establish benchmarks at a national and international level in relation to the potential for Iconic Branding with particular relevance to cultural tourism. The ICONS project will create a research methodology that presents a direct link between iconic features and business creation opportunities. The findings from this process will be used to engage in debate with these organisations and smaller local partners in order to proposed further development and implementation opportunities.

DP Outcomes

The 'Integration Through Enterprise' business start-up programme for refugees and migrants has been extremely successful with 97 clients attracted, and six new businesses been set up. The project developed a new model to support BEM people, refugees and new migrants to start up their own business and was piloted by Business Gateway Glasgow.

The Icons Branding Project by Glasgow Caledonian University established a network of 100 micro enterprises in South Lanarkshire, together with a website to feature the businesses and profile them alongside established local heritage icons. The project is currently being piloted in Spain and Germany.

The 'Creative Business' has been piloted by Adam Smith College at the Creative Business Centre at The Roundhouse in Kirkcaldy. Support to new businesses was extended to 22 individuals in 15 different companies. Businesses range from youth music theatre, web design, artists, illustrators, a creative writer, internet media portal and video production companies.

One beneficiary from The Creative Interactions pilot, Nafees, released a new mix CD "THE ART OF KEEPING IT (SUR)REAL", featuring sounds from folk and rock to house, electronica and rap. The CD was launched in Glasgow in January at the Cube Nightclub and launches in London this month at Deal Real. While a second beneficiary on the project Sarmed Mirza, launched his first tele-film project, offering three 'Creative Interactions' beneficiaries hands-on

training as production runner, make up/stylist and second assistant director.

Finance

Round 2

Total Eligible costs	1,453,338
Total ESF Award	726,669