

Micro Enterprise Charter Consultation Report
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1. Purpose of the Report and Summary

- 1.1 As part of the Micro Business Strategy being developed, it is proposed that a Micro Enterprise Charter be established.

A set of key Aims and Outcomes will form the heart of the Charter and in order to ensure that these are in line with the priorities of the community, a consultation has been undertaken. This report will summarise the method and outcomes of this consultation.

2. Recommendations

- 2.1 Approval of a Micro Enterprise Charter including, but not exclusive to, the 9 Aims and 7 Outcomes highlighted below.

- 2.2 The Charter should include these 9 Aims as top priorities.

3 To open doors and give the opportunity for people to transition into running their own micro business whilst still working and or learning.

5 To support current and future providers to build a collaborative ecosystem of micro enterprise support and deliver quality and impartial mentoring, coaching, advice and relevant programmes.

10 To support the long term sustainability of micro businesses in Hull and assist in their diversification in relation to climate change issues.

15 As a City we need look at earning and learning policies to support aspiring micro business owners, this could be in the form of a new grant regime and/or examine the benefits of Universal Basic Income and related welfare payments.

1 To develop wider and deeper understanding of what is micro-business and its context in the City, regional and nation state-wide socio-economic make up.

8 To provide supportive environments, though shared workspaces and interactive experiences, to support ALL business sectors within our communities and city centre.

11 Providers of support, business advisors, banks and public sector agencies must work in partnership to support the development of the enterprise skills of aspiring micro business owners.

13 Provide the opportunity for aspiring micro business owners to undertake the test trading and running businesses in a supportive setting within our communities.

17 Support opportunities for those individuals that wish to develop their enterprising idea through an independent mentoring service.

2.3 The Charter should include these 7 Outcomes.

2 To develop opportunities to facilitate the creation of an increase in micro enterprises in the City.

5 To enable more potential micro business owners to access grants and loans to support their business development and expansion.

8 To enable those that live in socially-deprived communities to explore and identify what they may need to establish their own micro businesses.

12 To use Business Week and Global Entrepreneurship Week (and such like events) to identify and nurture entrepreneurial spirit and innovation within our communities.

3 To add to the economic and creative richness of our City, enabling the continued growth of the wider creative sector in Hull.

6 To ensure Hull's micro businesses have opportunities to share their successes with young people and in turn contribute to young people's experience of enterprise.

9 To allow individuals within their communities to articulate their ideas and energy in a language understood by publicly-funded business support programmes.

3. Reasons for Recommendations

- 3.1 The Micro Enterprise Charter, alongside the Youth Enterprise Charter, will formalise a set of principals designed to bridge the gap between the ambitions of people capturing their latent creative and entrepreneurial talent, within our communities, and the support agencies established to enable that ambition.
- 3.2 The key Aims and Outcomes have been selected based on evidence gathered during a wide ranging consultation process.

4. Background

- 4.1 A Micro Business Strategy is in development, and the proposed Charter will be a part of the overall plan to present to Hull CC, and beyond, to ensure recognition of Micro Business as a specific business sector.

Within the overall Micro Business Strategy, we highlighted the diverse and different needs of the micro business sector.

The sector and people involved have a large range of needs and support requirements that can be fully supported with the correct pathways and a clear route outlined.

5. Issues for Consideration

- 5.1 As well as the overall Aims/Outcomes the group consultations raised a lot of further discussion. The full details of this can be found in the detailed reports. However these are the key points that came out of the two group consultations.

MC4C Group Consultation

- Innovation in Microbusinesses is what will keep the city going. The more businesses, the more fresh ideas.
- Many microbusinesses wouldn't exist if it wasn't for MC4C and their support is immensely valuable.
- Climate change and green services agenda is vital and cannot be ignored in any low-lying area like Hull.
- Having a city that's nice to live in, makes everyone happier, more productive and healthy.
- In 10 or 20 years' time this generation will want to support and mentor the next group of young people.
- Opportunities for all communities – there should be no post-code lottery for microbusiness success.

SUSS (Start Up Support Service) Group Consultation

- The diversity of needs from Micro businesses dependent upon their stage of development
- The knowledge of the business advisors required to be able to advise such diverse sectors
- The difficulty in finding relevant information and support quickly and easily and having a central point of contact
- The need for suitably diverse business locations on offer at reasonable start up rents
- Developing a funding strategy that supports and helps start up and micro businesses which is easy to navigate and understand
- A centralise knowledge bank that is easy to find links and the correct support when needed in the development and growth of Micro business and start ups – consistent templates and advice locations
- Bringing partner knowledge and programmes together to enable the best pathway for the clients to be successful.

6. Consultation

6.1 Two methods of consultation have been undertaken.

1. Group Consultation Sessions – Held Via Video Conferencing.
2. Promoted Digital Survey – Via Survey Monkey.

6.2 Group feedback sessions where held with invited entrepreneurs aspiring to be Micro Enterprise owners, and those who have already started their business. These were selected from participants of the;

1. Making Changes for Careers (MC4C) Hull CC Youth Enterprise/Springboard YEI Project.
Two group consultations were undertaken with 16-29 year old aspiring, and established, entrepreneurs. Representing a broad range of Micro Enterprise fields and young business owners. A minimum of 4 participants attended each session.
The detailed report can be found under Appendix 2.
2. Start Up Support Service (SUSS) Hull CC Micro Business/HEY LEP Growth Hub Project.
Two group consultations were undertaken with aspiring, and established, entrepreneurs of all ages. Representing a broad range of Micro Enterprise fields. A minimum of 5 participants attended each session.
The detailed report can be found under Appendix 3.

All participants were issued a draft Charter prior to the scheduled sessions.

All participants were encouraged to also complete the digital survey to capture their individual votes.

From the group session discussions there were 8 Aims and 6 Outcomes identified for MC4C and SUSS.

- 6.3 An Online Digital Survey was compiled explaining the scope and vision of the Micro Enterprise Charter and allowing a wide audience to contribute to the shaping of this.

The survey included a selection of 17 draft Aims and 12 draft Outcomes. Participants were invited to select what they believed to be the top priorities from each list.

The digital link was shared and promoted through a number of different channels.

The detailed report can be found under Appendix 4.

- 6.4 The data and feedback from the 3 separate consultation routes has been analysed and consolidated to present the overall top Aims and top Outcomes as presented in this report.

This analysis identified that across the 3 consultation routes there were 9, not 8, key Aims, and 6 key Outcomes.

The detailed report can be found under Appendix 5.

Background Documents: - A list of background documents must be included. These documents are then available (if not exempt) for public inspection.

- Appendix 1. Draft Micro Enterprise Charter
- Appendix 2. MC4C Group Consultation Report
- Appendix 3. SUSS Group Consultation Report
- Appendix 4. Digital Survey Detailed Report
- Appendix 5. Overall Consultation Outcomes Detailed Report