

David Grayson: BLU & BITC



PROMOTING ENTREPRENEURSHIP IN DISTRESSED URBAN AREAS



- Barriers
- Practical experience around Europe
- Critical Success Factors
- Further research and discussion
- Preliminary remarks

Welcome to the BLU

PROMOTING ENTREPRENEURSHIP IN DISTRESSED URBAN AREAS



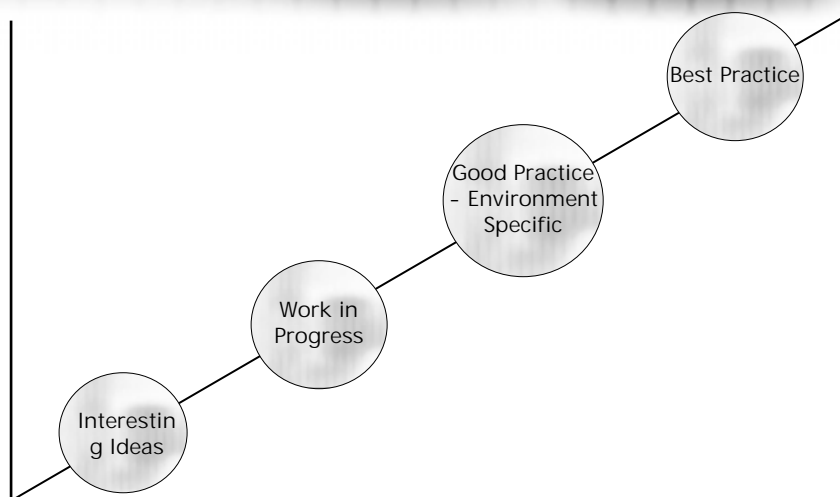
• what is "good practice?"

• "entrepreneurship" or making your own job?

• Distressed urban AND rural areas

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Good Practice



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PROMOTING ENTREPRENEURSHIP IN DISTRESSED URBAN AREAS



• what is "good practice?"

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Lack of positive role models

Self-image of individuals and of the area collectively

Poor education which stunts ambition and options

Limited social capital

Illegitimate enterprise as an alternative.

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Barriers:



Residents don't think self-employment is for them

don't know of help available

Know about it but believe it is inaccessible / inappropriate /
"not for people like me"

Residents seek help but help is inaccessible – whether of good
quality or not

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BARRIERS 2



Seek help, get it, but it is inappropriate – eg too academic; too
inflexible for clients' needs, too short etc

Resident knows of help, it is accessible and good quality – but
makes conscious decision to ignore because his/her illegal
enterprise is more financially attractive

Residents use help – but ignore advice and start non-viable
enterprises.

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Lack of positive role models >> PROMOTION

Self-image of individuals and of the area collectively >>
OUTREACH

Poor education which stunts ambition and options >>
TAILORED PROGRAMMES

Limited social capital >> LINKS TO FUNDING

Illegitimate enterprise as an alternative.

>> SOCIAL OR COMMUNITY ENTERPRISE

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CRITICAL SUCCESS FACTORS



EU BEST

ACTIVE BROKERAGE

I.D.E.A. – Identify, Disseminate, Experiment, Apply

BLU – A virtual, corporate university for small business
development professionals

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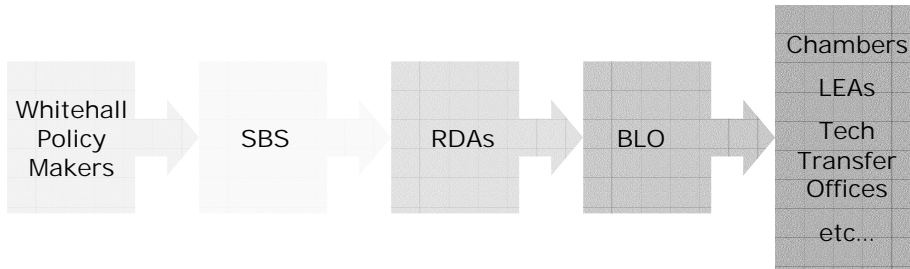
The BLU's Mission Statement



Everything that we do in the BLU is designed to help *individuals* and *organisations* working in the UK small business development field to maximise our contribution to achieving the goal of the UK Small Business Strategy – namely, “to make Britain the best place in the world to start and grow a business.”

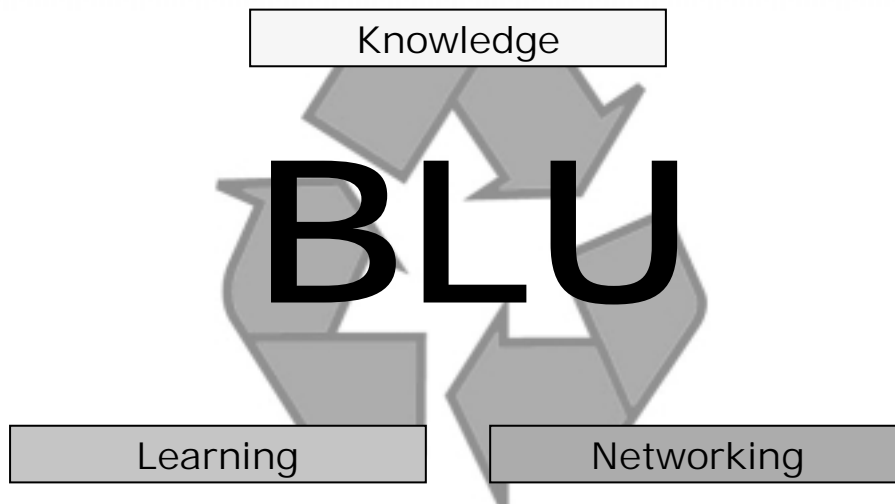
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Small Business Development Professionals



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How we work...



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The BLU Way:



Capturing the best from within the network



Constantly scanning Outside (O₃)

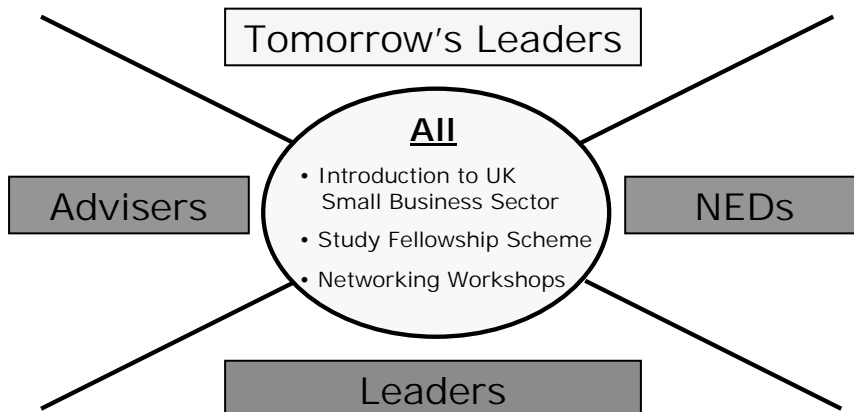
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BLU 2003 - 2004



"Our ambition is to offer exciting, timely and relevant opportunities for anyone working in SBS, BLO and our partners."

BLU will be offering...

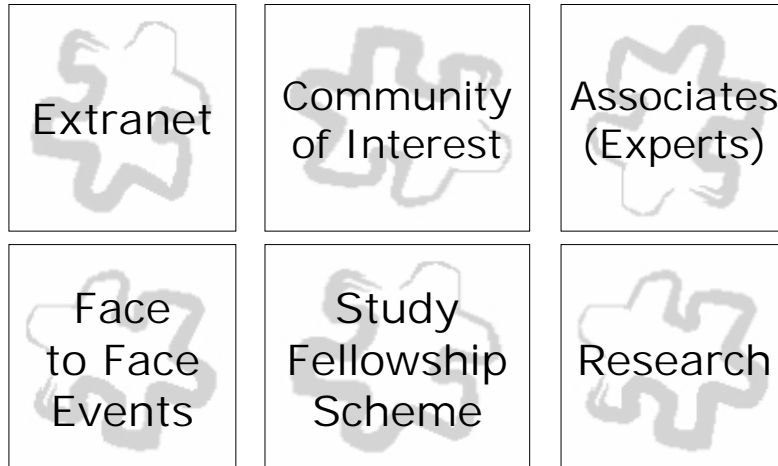


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How?



- Using all the levers we have:



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IV AREAS FOR FURTHER RESEARCH

Responsible entrepreneurship

Encouraging people to want to learn

Enterprise Amnesty?

Spreading expertise

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Further information



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