



# Creative Enterprise Programme

## *Final Project Report on Marketing*

### *'A Euro Enterprise Evolutions Project'*

*Written and compiled by Fahrudin Kesic on behalf of Breathing Space ltd.*

#### **Introduction**

This programme was specifically designed for women to use creative methods, to give participants an awareness about enterprise and business. Groups of participants worked together to create postcards, greetings cards and pictures that a business could market and sell. Methods built into the workshops included; photography, creative writing, verse, arts & crafts and creative interactive activities.

Research House UK worked in partnership with Crisp/TFE to support raise awareness of the programme and market the activities.

This report provides an overview and details of what was achieved during the project.

#### **Overview and Observations**

Through this project, we ran a series of free workshops for women in the Black Country (beginning in January 2006). People that took part in the workshops worked together to create postcards, greeting cards and pictures that a business could sell. In this way they became more aware of what needs to be considered when setting up and running a business.

#### **Description of the activities undertaken**

Research House led on the marketing and awareness raising. We used a variety of methods, including tele-marketing, meetings, posters, brochures, etc. See appendix.

#### **Expected Project Outcomes:**

Our target was to recruit about 15 beneficiaries for each workshop. We were so successful with this task that we exceeded our targets. As a result TFE/Crisp ran another series of workshops and sessions.

## Actual Project Outcomes

With respect to specific targets the results are as follows: We recruited about approx 15 beneficiaries for each workshop.

**Total number of beneficiaries recruited for the project = 150**

150

## Beneficiary Analysis / Beneficiary Involvement

Beneficiaries were women from ethnic backgrounds.

## Beneficiary Feedback and Evaluation

Please see Crisp report.

## Key principles: Empowerment, Partnership, Equal Opportunities, Innovation Mainstreaming

A key part of the Equal initiative is the principles listed above. Use this section to describe how this project used these principles within the work. You could describe methods used, considerations, things you implemented, how you worked with others, challenges, innovative processes or deliverables developed etc.

Key principles integrated within this project were Empowerment, Partnership Working, Equal Opportunities, Innovation and Mainstreaming as follows:

### Empowerment

All beneficiaries were empowered through the workshops to learn about self-employment and starting a business. As a result they are now more confident and knowledgeable about how to set up in business.

### Partnership Working

Research House and Crisp/TFE worked very closely in partnership to deliver this project. This is one of the best examples of partnership working within EEE.

### Equal opportunities

We ensured equal opportunities in all areas of the work.

### Innovation

The marketing activities were innovative as we engaged a wide range of stakeholders.

### Mainstreaming

## Lessons Learned

Partnership working with Crisp was very successful.

Research House found it difficult to explain the aims and objectives to some of the groups contacted.

## Key recommendations

Involve community groups in the project delivery and planning.

## About Euro Enterprise Evolutions

This project is part of The Euro Enterprise Evolutions Development Partnership which is part funded by the European Social Fund 'Equal' initiative.

The Euro Enterprise Evolutions (EEE) Development Partnership (DP) is an action research project which was set up in 2004 to develop a portfolio of tools, resources and support mechanisms that help disadvantaged people, particularly in the Black Country, overcome educational, psychological, cultural and disability barriers preventing them from considering enterprise as a route out of exclusion, benefits and re-offending.

Current enterprise support in the Black Country tends to focus on people with a reasonably good educational level and financial status that deters other disadvantaged groups from considering enterprise. The EEE DP will concentrate on opening business creation possibilities up for all, in particular, those with basic skills needs, dyslexia, low self esteem, psychological, educational, cultural and disability barriers.

The DP consists of 6 UK partners: Breathing Space Ltd. (Lead partner), WALKWAYS, SIMULACRA, CriSP.UK.NET, Business Link and Research House. As a partnership we represent organisations from the voluntary, charity and private sector working together to overcome psychological, educational, cultural and disability barriers preventing our target groups thinking that enterprise could be an option for them.

As part of a transnational co-operation agreement we also have 6 transnational partners from France, Germany, Italy, The Netherlands and the Czech Rep.. We work with our transnational partners to exchange information and ideas and develop products that help overcome barriers to enterprise and promote inclusive and equal access to the labour market.

The EEE project target groups are: Women, people from BME groups, offenders, unemployed and people with a disability.

Working closely with beneficiaries and practitioners as co-researchers/developers and in challenge teams we aim to uncover unidentified and un-addressed barriers through research and consultation activities. The results are used to inform the design, development and testing of new approaches, tools, systems and support mechanisms that help people discover enterprise as a possible option for a more positive future.

Our approach towards equal opportunities is based upon the belief that equal opportunity is not merely about improving the lot of certain groups labeled as "disadvantaged" but is about having a human resource strategy that meets both the needs of the individual and allows individuals to develop their potential. It recognises that diversity is in itself a great strength and asset and is committed to the provision and spirit of equal opportunities in all aspects.

Euro Enterprise Evolutions aims to introduce innovations that will help overcome what are often multi-layered barriers to disadvantaged and excluded groups. Resources created will offer diversity and sensitivity to differing learning styles and cultural issues and other perceived barriers.

We actively embrace contributions from stakeholders in the design, delivery and mainstreaming of the project and believe that this approach will empower many to contribute to the development of enterprise in the Black Country. We will have a communication network to share developments, tools, research, intelligence and will invite participation from those in a position to influence change wherever possible.

As part of a transnational co-operation agreement we also have 6 transnational partners from France, Germany, Italy, The Netherlands and the Czech Rep.. We work with our transnational partners to exchange information and ideas and develop products that help overcome barriers to enterprise and promote inclusive and equal access to the labour market.



## Project Contact Details

For further information about this project please contact:

Name: Fahrudin Kesic

Email Address: [rudi@researchhouseuk.com](mailto:rudi@researchhouseuk.com)

Tel. 02476525550

Address: Breathing Space Ltd. The Central Hall, Ablewell Street, Walsall, West Midlands  
WS1 2EQ ENGLAND

Website: [www.eurodp.org](http://www.eurodp.org)

# APPENDIX A



Hello there,

I am writing to ask you for your help. I work for a European project called 'Euro Enterprise Evolutions' that is based in the Black Country. The project aims to increase peoples' employment options and prospects by increasing their knowledge about business and enterprise.

As part of this project we are running a series of **free** workshops for women (see information enclosed). I was wondering if you would display/circulate the information so that the women that attend your centre will be able to read about it.

If you could also use the registration form (enclosed) to record the contact details of all the women that are interested in finding out more about the workshops that would be very much appreciated.

I will be in contact soon to make sure that you have received this letter and also to arrange for me to collect the contact details of the people that are interested in the workshops.

Thank you in anticipation.

Yours Sincerely

Lauren Amery

(Tel: 02476525550

Email: [lauren@researchhouseuk.com](mailto:lauren@researchhouseuk.com)

Address: 6, Edison Building, Electric Wharf, Sandy Lane, Coventry CV1 4JA)



## **FREE ENTERPRISE AWARENESS WORKSHOPS**

**ARE YOU A WOMAN WHO LIVES IN THE BLACK COUNTRY?  
DO YOU WANT TO KNOW MORE ABOUT THE BUSINESS WORLD?**

If the answer's YES then the EEE project's FREE workshops could be for you:

**What is the EEE project?:** The EEE project is a European project based in the Black Country that aims to increase peoples' employment options by raising their knowledge about business and enterprise.

**More About The Workshops:** The EEE project is running a series of 5 free workshops for women in the Black Country (beginning in January 2006).

People that take part in the workshops will work together to create postcards, greeting cards and pictures that a business could sell and in this way they will become more aware of what needs to be considered when setting up and running a business, for example, during the workshops we will consider the following:

- Generating ideas
- Customer Needs
- Competitors
- Finance
- Marketing
- Planning
- Team Roles
- Barriers

Methods built into the workshops include: photography, creative writing, verse, arts & crafts and creative interactive activities.

Workshops will run from 10.am - 3pm. Lunch and manuals for each programme will be provided.

**For more information and /or to book your place contact:**

**Lauren Amery**

**Tel: 02476525550**

**Email: [lauren@researchhouseuk.com](mailto:lauren@researchhouseuk.com)**



Dear Adeela,

Further to my discussion with your Fakhra (14/12/05) I am pleased to send through to you more details of the free enterprise awareness workshops for women.

The workshops are being funded by a European project called 'Euro Enterprise Evolutions' that is based in the Black Country. The project aims to increase peoples' employment options and prospects by increasing their knowledge about business and enterprise. The workshops will begin in January. We haven't confirmed the venue yet as we want to make sure that the venue that we choose is convenient to those that want to attend. However, if enough women (8 or more) from one organisation are keen to participate in the workshops we can run the workshops at that organisation and pay them for the room hire.

I would appreciate your help with the marketing of these workshops - if you could you display and/or circulate the information to your female clients and record the contact details of any women that express an interest on the registration form enclosed we would very much appreciate it!

Thank you in anticipation for your support - I will be in touch soon to see how much interest there has been in the workshops

Best Regards

Lauren Amery

(Tel: 02476525550

Email: [lauren@researchhouseuk.com](mailto:lauren@researchhouseuk.com))



# **APPENDIX B**

Name	Referred by	Area	Contact Details
Anna Ferguson			
Cindy Bartonik			
Helen Marchant		Wolverhampton	16 White Oak Drive, Finchfield, Wolverhampton, WV3 9AW Mob: 07767 015346
Joyce	GATE	Wolverhampton	Mob: 07985646151
Pauline White	The One Sketchley Close Project	Sandwell	The One Sketchley Close Project, 1 Sketchley Close, Regent Street Smethwick B66 3BN Tel: 0121 555 7501 Email: pauline.white@rethink.org
Cathleen Gooden	The One Sketchley Close Project	Sandwell	The One Sketchley Close Project, 1 Sketchley Close, Regent Street Smethwick B66 3BN Tel: 0121 555 7501 Email: ann.gooden@rethink.org
Parminder Sroy	Pennfields Women & Children Network	Wolverhampton	Tel: 07904162348 Email: parminder.sroy@birmingham.gov.uk
Rebecca Bestford	SWEDA	Sandwell	Tel: 01215252558 Email: beckysweda@yahoo.co.uk
Lorraine Palmer	?	Bilston	20 Cherrywood Green, Bilston, West Midlands WV14 6HL Tel: 07956 151 574 Email: lorraine.palmer@virgin.net
Rachel McFee & Debbie Weaver	?	West Bromwich	Dorcas Housing & Community Support Association, 4th Floor Court House, 335 - 337 High Street, West Bromwich B70 8LU Tel: 01215537737, Email: info@dorcashousing.co.uk
Pushpa	?	?	Email: Pushpa100@aol.com
Elaine Kerr	?	West Bromwich	Wednesbury & West Bromwich Counselling service, 4th floor, West House, Lombard Street West, West Bromwich West Midlands, B70 8EG Phone 0121 612 6813 Email - elaine.kerr@smhsct.nhs.uk
Raminder Dhaliwal	BCKS	Wolverhampton	Tel: 01902756839 Add: 15 - 25 Catersfield Crescent, Pendeford, Wolverhampton,

			WV8 1XG Email: raminderdhalival@btconnect.com
Eileen Matthews	?	Bilston (Wolverhampton)	Tel: 01902357070 Add: 1920 Middleway Green, Stowlawn, Bilston WV14 6DJ
Emma Purshouse		Wolverhampton	Email: <a href="mailto:emmaasif@blueyonder.co.uk">emmaasif@blueyonder.co.uk</a> Tel: 01902 336164/07950 165265 Add: 6 Parkfield Grove, Parkfields, Wolverhampton, WV2 2DG.
Mrs Upinder M. Pokhriyal			Tel: 01902632854 Email: sbswelfarecentre@tiscali.co.uk
Lynette Cooper	SADWICA Daycare Services	West Bromwich	Tel: 01215255125 / 01215250919 Add: 69 Beeches Rd, West Bromwich, B70 6HQ Email: <a href="mailto:sadwica@msn.com">sadwica@msn.com</a>
Samantha Burther	?	Tipton	Tel: 07837452681
Palo Bangard		Wolverhampton	Email: <a href="mailto:palobangard@yahoo.co.uk">palobangard@yahoo.co.uk</a> Tel: 01902424804



Euro Enterprise  
Evolutions  
Business creation for all



EUROPEAN UNION  
European Social Fund

## ***CREATIVE ENTERPRISE AWARENESS***

This is a programme specifically designed for women that uses creative methods, to give participants an awareness about enterprise and business. Groups of participants will work together to create postcards, greetings cards and pictures that a business could market and sell. Methods built into the workshops include; photography, creative writing, verse, arts & crafts and creative interactive activities.

During the workshops we will consider many factors that are relevant when setting up and running an enterprise. We will include an awareness of;

- \* Generating Ideas
- \* Customer Needs
- \* Competitors
- \* Finance

- \* Marketing
- \* Planning
- \* Team Roles
- \* Barriers

The programme will also include taking stock of individual strengths and skills and linking these to those needed to be involved in a successful enterprise.

Each programme is made up of 5 workshops that will run in the Black Country. Workshops will run from 10:00am - 3:00pm. Lunch and manuals for each programme will be provided. It is anticipated that 3 programmes will run with 8 participants on each.

Contact Lynn Wernham 01905 795185 for more information or email [lynn@tfe-group.com](mailto:lynn@tfe-group.com)

## **WORKSHOP OVERVIEW**

### ***INDUCTION, LEARNING AND ENTERPRISE***

#### ***WORKSHOP 1***

- \* Overview of the programme
- \* Icebreakers
- \* Creating a greetings card that represents you
- \* Learning
- \* How do you learn
- \* Enterprise definitions
- \* Social enterprise overview
- \* What's involved in running a business
- \* Skills & qualities need in enterprise
- \* Self assessment of skills
- \* Overview of our greetings cards/postcards process



### ***CREATIVITY, COMPETITORS AND CREATING A PICTURE***

#### ***WORKSHOP 2***

- \* Creativity
- \* Generating Ideas
- \* Looking at competitors products (postcards and greetings cards)
- \* Types of pictures we can create
- \* How to create a picture (Photographer)



### ***CUSTOMERS, MARKETING, COSTS AND CREATING VERSE***

#### ***WORKSHOP 3***

- \* What are potential customers looking for?
  - \* Marketing options
  - \* Working out the Finances
  - \* Creating verse (Community Poet)
- \* Considerations when planning a business

## **TEAM ROLES AND CREATING OUR PRODUCT**

### **WORKSHOP 4**

- \* Roles and Teamwork
  - \* Instructing the Photographer
- \* Creating postcards and greetings cards (Photographer)
- \* Selecting prints
- \* Selecting verse
- \* Selecting and costing materials for cards



## **OVERCOMING BARRIERS, PERSONAL ACHIEVEMENTS AND MOVING FORWARD**

### **WORKSHOP 5**

- \* Viewing finished products
- \* Re-assess Skills
- \* Overcoming barriers (Photographer)
- \* How can we create a business
- \* Ideas for business
- \* Personal achievements and action planning
- \* Considering your options