

## **Deliverable Title - Network for building collaborations and establishing links with local businesses and stakeholders**

### **D 2.1.3**

#### **INTRODUCTION**

The Speed-You-Up project was established to meet the overall objective which is to decrease the number of 'at-risk' NEETs (aged 15 plus) and NEETS by improving their employability through a co-created entrepreneurship programme.

Speed-You-Up is a programme that enhances entrepreneurial skills and adopts a coaching and 'learning by doing' style of learning, where failure is allowed! Partners will create their pop-up community orientated entrepreneur hubs building on existing infrastructures in their local area and using a network of stakeholders and local partners to maximise the effect in each local community.

Setting up the hubs will depend however on a current COVID – 19 pandemic situation and on the lockdown imposed in countries where SYU partners are based.

An alternative to the above pop-up community orientated hubs can be webinars delivered to the NEETS and those in a risk of becoming NEETS. The webinars can cover a range of topics listed in the eight modules/phases which were put together by the partners. The webinars would include information about skills needed by entrepreneurs and help the participants to look at a practical side of setting up a business. Participants would also learn about the importance of a community and how it relates to a business choice and its' potential success.

In case of restrictions dictated by COVID-19 participants will be able to seek an additional advice online and interact with stakeholders such as businesses, charities and other community representatives, in the virtual environment monitored by a relevant partner. After completion of the online modules participants will be prepared to either set up a business or to find an employment during or after the pandemic restrictions are over.

**This document is aimed at defining the business, stakeholder and local partner eco-system that should be utilised – depending on local circumstances.**

#### **AIMS AND OBJECTIVES**

Business and stakeholder collaboration is an essential part of the programme. This involves collaborating with businesses, welfare and support organisations and social enterprises, stakeholders and intermediary organisations in order to create a strong network of collaborators to support the programme, to help

provide 'at risk' NEETS with the learning and support that is central to the coaching programme and in setting up a business in the pop-up.

We wish to create a vibrant collaborative approach to support the creation of the pop-ups and particularly strong local networks.

**The Speed-You-Up Collaboration Framework for businesses and stakeholders – issues for partners to consider:**

**1. Why engage the business community?**

- Positive contributions include [potentially].....
- Facilities to run the pop-up
- Sponsorship and/or community participation
- Business experience and possible business mentor support
- 'Adopt an entrepreneur' scheme
- Supply chain added value
- Part of overall communication strategy to widen awareness and greater dissemination
- Give inspirational talks and share experiences with the pop-ups.

**2. Why engage with stakeholders?**

- Positive contributions include [potentially] .....
- Experience with the target audience
- Existing programmers that may complement the pop-up concept
- The possibility of working with the pop-up to add value and give a better experience for beneficiaries
- Stakeholders can use Speed-You-Up to further their aims with the target audience
- They may benefit further from involvement with our project and exposure to alternative delivery methods
- Partners can use stakeholder services to mould the pop-up to fit local eco-system

**From WP1, a set of guidelines has been produced for engagement which will also serve as a 'checklist' for partners under WP2. Again, not an exhaustive list and each partner will need to adapt to their own area.**

**Guidelines for collaboration:**

1. To seek a model of Collaboration that is inspirational, based on relationships of trust, mutual respect and commitment to tasks.
2. Knowing the strengths and weaknesses of the stakeholder and employer networks to maximise joint potential.
3. Establishing the governance for joint working.

4. Effective collaboration may take different forms and each collaborative partner must develop a model of operation to suit its purpose.
5. While it is people who collaborate, a high level organisational commitment to collaborate is an essential starting point.
6. Understanding the complexities of collaboration and applying the key elements involved in collaboration increases the likelihood of achieving shared goals and outcomes.

## **IDENTIFYING STAKEHOLDERS**

Stakeholders can be organisations from the following: public sector, private sector businesses, higher education, further education, welfare organisations, charities or social enterprise businesses. Stakeholders may be identified and recruited to provide support to either the school staff directly or to the students.

This may be different for each partner region and so the collaborative network will encompass the agencies and private and public sector stakeholders who have an interest in the target audience and/or work in this sphere. Taking a more strategic approach to segmenting the forms of support that are available will give a more comprehensive collaboration network of support for the school staff and students to draw upon for the course and the Hub.

## **IDENTIFYING BUSINESSES**

Many partners will already have a network of supporters, business, stakeholders that they work with on an ongoing basis. With employers we believe there is added value and real benefits to all parties in supporting the pop-ups. Firstly, businesses may have commercial reasons for supporting new entrepreneurs in their local community. But Speed-You-Up goes beyond commercial values and it engages disadvantaged young people in local areas, which in itself can be a positive experience for businesses. Staff may get involved in facilitating, advising or mentoring for example.

Identifying businesses for new relationships can be difficult - particularly this year. Some partners may choose to use business networks such as Chambers of Commerce or small business clubs to raise the profile of Speed-You-Up as well as engage individual members in a positive way. Arguably, small businesses may more readily identify with the issues faced by new entrepreneurs and be more ready to support and take part in pop-up activity.

The following is an example of how we look to explore external networks to support our pop-up concept.

## **THE UK MODEL**

1. **Business Networking Groups:** To gain assistance for 'at risk' NEETS as they create a pop-up business in the Hub. Business/stakeholder support on all aspects of starting a business.
2. **The Business Community:** We would seek to identify 'product champions/influencers' which could be a few key employers who support the concept and give their views on the content and direction of the Hubs.
3. **Business Support Community:** Crucial to disseminate news on the project and raise the profile amongst the wider community. For example, in the UK we can utilise the Chamber of Commerce network, Federation of Small businesses and Community Partnership network of larger employers to ensure Speed-You-Up reaches a wider audience.
4. **Education/Business Partnerships** exist in the UK to link schools and colleges with the business community. A proactive agency which works to identifying business support. Not all areas have an EBP and partners may or may not have such a private/public organisation in their country or region.
5. **Regional government/local government contacts:** Depending on the infrastructure that exists in each partner region, there will be varying degrees of commitment and support from the public sector. For example, in the UK economic development in the region is primarily delivered through Local Enterprise Partnerships (LEPs) who act as the Government agencies in the regions. Yet each LEP will have its priorities based on the economic climate they operate in, so some local authorities where 'at risk' NEETS are identified as an issue there is resource put into tackling the problem.
6. **Social Enterprise Network:** Either an organisation that would be interested in this issue or identify an individual that might be interested in supporting this project.
7. **Other stakeholders:** YMCA, Youth Offending team, Youth Workers, young people's charity – Barnardos, The Zone (supports young people in Plymouth), Youth Ambassadors (volunteers aged 16-24), youth wing of football clubs, City Council youth department, centre for Social Justice.
8. **Youth organisations and agencies** and organisations with responsibility or working directly with NEETS, who may also be able to support 'at risk' NEETS.

In summary, this document is designed as a discussion point for partners to utilise some of the points made as needed in their own pop-up preparation. Partners are asked to feed back their thoughts and additions to produce a final document for Speed-You-Up partners.



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