

Enterprise Week 2nd – 9th March 2018	10th April 2018
To: The Leisure and Development Committee For Information	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating Our Economy & Contributing To Prosperity
Outcome	Maximise start up opportunities and encourage existing enterprises to grow and prosper.
Lead Officer	Head of Prosperity & Place
Cost: (If applicable)	£10,000 within existing budget

The purpose of this report is to provide Members with an overview and feedback to date of the Council's inaugural Enterprise Week which was held between the 2nd – 9th March 2018.

Background

The inaugural Enterprise Week for Causeway Coast and Glens took place between the 2nd – 9th March 2018. Organised by the Council in partnership with a range of economic stakeholders, the aim of Enterprise Week was to help local businesses to succeed. The week showcased employment opportunities, careers advice and business support avenues, to suit those at various stages of their entrepreneurial journey, whether they be an existing businesses, those aspiring to start their own business, social enterprise or school children wanting to learn the basics of running a business.

Feedback is still coming in from the various economic stakeholders involved in Enterprise Week. This will form the basis of a more detailed evaluation, as well as looking at how Enterprise Week can be expanded and improved on for next year.

In order to give Council an understanding of the success of the inaugural Enterprise Week, details are included of those events across the Borough by the various stakeholders involved, and a snapshot of the feedback received to date.

Programme of Events

13 events were held during the week across the Borough. The organisers of ten of these events received sponsorship from Council towards these events to help towards costs associated with venue hire, speakers/facilitators, catering and transport.

All the events were publicised by Council using the newly developed Enterprise Week branding through social media, local press, information booklet distribution and pop up stands in each of 4 Council offices. To date the feedback received from the stakeholders involved and people who attended events has been extremely positive.

Event	Location	Target Audience	Lead Event Organiser
Annual Careers Convention	Coleraine	16-18yr olds (year groups 11,12,13).	Causeway Business Education Partnership.
Primary 6 Business Masterclass	Ballymoney	Primary 6 children.	Young Enterprise NI.
From Hobby to Market	Ballycastle	Those interested in taking their product or idea to artisan markets.	Naturally North Coast and Glens.
Digital Marketing Bootcamp	Coleraine	Businesses wishing to improve their digital marketing skills.	Causeway Enterprise Agency.
Financing the Business	Limavady	Those wishing to expand their business.	Roe Valley Enterprises.
Cyber Security & Scams	Coleraine	Businesses wishing to improve their online security.	Ulster Bank.
Princes Trust Self Employment Information Seminar	Portstewart	18-30 year olds with an interest in self employment.	Princes Trust.
Women in Business NI, 2 nd Annual Female Entrepreneurs Conference 2018 – ‘Be Bold for Progress’	Ballymena	Female entrepreneurs.	Causeway Enterprise Agency.
Primary 6 Business Masterclass	Limavady	Primary 6 children.	Young Enterprise NI.
Social Enterprise Information & Networking Event	Ballymoney	Social Enterprises.	Social Enterprise NI.
Causeway Coast and Glens Job Fair	Coleraine	Job seekers & anyone seeking job search advice & support to improve their job prospects.	Department for Communities Jobs and Benefits Office.
An Entrepreneur’s Journey	Limavady	Anyone with a business idea wishing to learn from entrepreneurs.	Roe Valley Enterprises.
Meet the Buyer	Derry/Londonderry	Businesses in Derry City & Strabane District Council and	Derry & Strabane District Council and Causeway Coast &

		Causeway Coast & Glens Borough Council wishing to meet buyers.	Glens Borough Council.
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Snapshot of Feedback to Date

(Note: Still awaiting the return of some evaluation reports)

Job Fair



- 39 employers and 11 support organisations exhibited at the Job Fair.
- 411 people attended the job fair of which 65% male and 35% female.
- The main reason for attending was:
 - 62% apply for job.
 - 82% talk with employers.
 - 49% get careers advice.
 - 39% help with job search techniques.
 - 2% other.

(Note: multiple responses thus percentage sum is more than 100%)
- 92% of those who attended were from the Borough.
- 74% of those who attended were between the ages of 18-49 years.
- 56% of those who attended were unemployed.
- 52% of those attended were qualified to A level (or equivalent) or above.
- 75% of those surveyed on exit applied, or intended to apply, for at least one job.
- 92% of those surveyed on exit and 100% of employers/support organisations were either very satisfied or satisfied with the Job Fair.
- *'It is important for the Department for Communities Jobs and Benefits Office to work in partnership with local Councils.'*

Social Enterprise Information & Networking Event

- 19 people attended the event.
- *'Event extended participation by local social enterprises and included a facilitated pathfinding session to support the development of a Terms of Reference for the group.'*
- *'The event exceeded expectations regarding the number of groups attending and inclusion in the Enterprise Week programme meant that several Social Enterprises engaged in this forum for the first time.'*

Digital Marketing Bootcamp

- 55 people attended.
- *'By participating in Council's Enterprise Week, we were able to increase awareness of the support we provide for businesses in the region.'*
- *'The Council financial support was essential and without this the event would not have taken place.'*
- *'The Enterprise Week branding and promotion were extremely beneficial in generating interest and publicity around the event.'*
- *'The joint approach involving all local agencies in the delivery of Enterprise Week ensured a wider reach and involvement by local businesses.'*
- *'Would welcome Enterprise Week as an annual event. Establish an annual budget and increase the level of finance available to host Enterprise Week activities.'*
- *'Comments from delegates praised the quality and range of events (held during Enterprise Week); however, having all events in one week makes it more difficult for businesses to attend. One potential idea suggested is to host an Enterprise Month with events spaced out over the month.'*

Meet The Buyer

- 63 suppliers and 29 buyers in attendance.
- *'Event run in partnership with Derry and Strabane District Council who have run the event before so were able to benefit from their experience.'*
- *'Met the objective of supporting suppliers to meet potential buyers of their products and services.'*
- *'For future such events possibly hold the event half way between Limavady and Derry City and prepare earlier to improve the uptake by Causeway Coast and Glens buyers.'*

From Hobby to Market



- 18 participants attended from all over the Borough and beyond.
- *'Our main aim was to run an open informal clinic to allow interested parties to come and talk to us, rather than all communication taking place via email and telephone. It helped us provide them with the information they needed to start them on their journey... We were also able to show the participants the support and experience we hold within the group and increase their confidence in working with us.'*
- *'We already have received a number of registration forms as a direct result of the event.'*
- *'All told us the evening was a useful information session.'*
- *'The event also gave us as market organisers and trader supporters a better understanding of the queries, misconceptions, worries, areas of difficulties held by those interested in trading at markets, which allows us to provide clearer information at the outset and answer the most common queries held by start-up businesses at the start of their journey.'*
- *'We were very happy with the event. It may be useful to hold a similar type of clinic style information sessions at local secondary schools, colleges, universities during school hours to facilitate and attract a younger audience who may find it difficult to attend out of school hours due to transport problems etc.'*
- *'Without Council support to allow us to hire somewhere it may have been difficult. The extra promotion support from Council leading the event was also beneficial.'*
- *'A final achievement was the confidence boost it provided to traders that helped support the event. We handpicked a selection of experienced traders to support the night and each have taken a different journey and produce different types of products. All the traders involved were starting a new business 4 - 5 years ago and in taking part in the event it helped them realise how much they have learnt over the years. They thoroughly enjoyed the experience and each one felt a boost in their confidence in partaking in the event.'*
- *'We would be keen to participate in similar events in the future.'*

Annual Careers Convention



- 1322 Year 12 students from 16 post primary schools.
- 40 exhibitors including universities, employers, local further education colleges, trade organisations.
- *'The event increased awareness of the career options and careers support available to year 12 students from our schools in the Causeway Coast & Glens Council area.'*
- *'The event allowed students to become more aware of local employers and to meet with employers to identify what skills they require from prospective employees.'*
- *'We could not have afforded to run the event without sponsorship from Council. A big part of getting the students to the event, is being able to offer them paid transport via Translink, without which the schools could not afford to hire buses.'*
- *'The event is held locally and organised by Causeway Enterprise Agency (for Causeway Business Education Partnership). The schools would not have the resources or time themselves to organise this size of event.'*
- *'The very fact that the event is held locally gives the schools the opportunity to travel locally as Year 12's would not have the free time to attend an event in Belfast.'*
- *'We are keen to work with Council on future delivery of Business Education Partnership events.'*

The Future

Pending the outcome of allocation of budgets, it is hoped to build on the success of the inaugural Enterprise Week for the Causeway Coast and Glens area, by making this an annual event and involve as many economic stakeholders as possible, particularly as all are keen to engage in more such successful partnership work with Council.