

ABERDEEN CITY COUNCIL

COMMITTEE Enterprise, Planning and Infrastructure

DATE 29 August 2013

DIRECTOR Gordon McIntosh

TITLE OF REPORT Enterprising Academies- Proposal

REPORT NUMBER: EPI/13/126

1. PURPOSE OF REPORT

The purpose of this report is to present members with proposals to run a business start-up competition for a business to operate from within an Aberdeen secondary school. The competition will take the form of a pilot scheme working with Northfield Academy.

2. RECOMMENDATION(S)

The Committee are recommended to:

- i. Give approval for officers in EP&I to deliver the pilot competition as described in this report
- ii. Give approval that current finances available within existing ESCE budgets to a maximum of £ 30,000 be used to fund this proposed pilot.
- iii. That the committee refer this report to the September Education, Culture and Sport Committee for final approval to run a pilot "Enterprising Academies" within Northfield Academy as per the guidance in this report.

3. FINANCIAL IMPLICATIONS

There will be a cost associated with property modifications to ensure that premises are suitable for business use, in terms of access, Health & Safety, business operational needs and legislative requirements. Should approval be given for this proposal, building works, project marketing, management and initial business start up costs will be covered by existing finance within the Employability, Skills and Community Enterprise (ESCE) budget,

After the 12 month support period the winning business will be liable for rent (to be determined), utilities, business rates and other costs of doing business

4. OTHER IMPLICATIONS

Staffing

As community enterprise is part of the current portfolio of work, for the ESCE team, delivering this initiative will have no negative implications for current staffing resources.

General

Use of educational establishments as business premises will require officers involved in this activity to be mindful of restrictions in relation to security, access, H&S, and PVG Scheme membership. Final selection of 'competition winner' will fully involve representatives from the nominated educational establishment and Education, Culture and Sport committee. This will ensure that the business type is suitable and complementary to the facilities available and the school curriculum.

5. BACKGROUND/MAIN ISSUES

Approval was given at the Enterprise, Planning and Infrastructure Committee meeting on 19 March 2013 to develop proposals for a community business pilot. The same proposals were referred to the Education, Culture and Sport Committee, which supported the recommendations at its meeting of 28 March 2013.

Discussions have been held with colleagues in Education, Culture and Sport and with the Head Teacher of Northfield Academy to develop proposals for the pilot.

Objectives

1. To support the creation or growth of a sustainable business based in Northfield Academy
2. To create opportunities for pupils to have direct contact with a working enterprise, that enhances their experience at school and inspires them

The Prize

- 12 months free rent of an allocated space within Northfield Academy Northfield
- 12 months free business rates and utilities
- Business Start Up Training
- Assistance to develop robust business plan
- Business Start Up support and mentoring
- Support for general start up costs (no cash will be awarded/the level of support is to be determined)

After the 12 month support period the winning business will be liable for rent (to be determined), utilities, business rates and other associated premises costs for doing business

The proposed pilot is to be called, 'Enterprising Academies.' The purpose of the Enterprising Academies Competition is to generate opportunities for local people to create sustainable business start ups, which will be based in school premises and to offer pupils an opportunity to develop new skills and support the work they presently undertake within the curriculum. For example if the winning business were a jewellery designer it would readily connect with the Art and Design curriculum, working with staff and pupils to develop skills and enhance classroom practice.

The pilot will also afford the young people the opportunity to develop their understanding of how a real business operates and how wealth is created. The benefits of this will be to encourage entrepreneurial thinking, creativity and aspiration.

The pilot will also provide young people with an insight into the world of work and help prepare them for life beyond school by exposing them to a broad range of skills and behaviours that successful businesses require, such as:

- teamwork,
- communications skills,
- self confidence,
- social skills,
- commitment,
- responsibility and time management.

The pilot is a low cost opportunity to test a new approach to enterprise support and enterprise education. The learning from the pilot will help officers to develop and refine the concept. If

successful the pilot will have the potential to be rolled out across other educational establishments in the City.

The success of the pilot could be used to influence the design and build of future educational establishments by including one or more business units into educational asset new builds.

Since the proposal was first presented to the committee in March officers have been in discussion with staff at HMP Aberdeen. The new HMP Grampian, which opens in 2014, includes a suite of five enterprise units, which are available to private, third sector and public sector organisations to host their enterprise and have access to a workforce. The initiative, known as the Employability Partnership, aims to support inmates make a successful transition into the community upon release, by giving them the opportunity to develop work skills that will enhance their employability options whilst on remand.

HMP Grampian model is of interest as it shares the broad concept of the proposed pilot; namely that a community asset is enhanced by bringing together enterprise with the core aims of the institution. In the context of schools the model would require development and refinement to meet the requirements of the Council, the needs and aspirations of the schools and local businesses.

The Head Teacher at Northfield is supportive of the project and views it as an opportunity to enhance the curriculum by offering extra curricular activities or even working with staff on developing skills that could enhance their classroom practice.

There is recognition from the school that that the competition winner is a business first and foremost. The school does not wish to be too prescriptive at this point, seeing the opportunity to develop a way of working over time that will suit the needs of both the school and the business.

Security

Security is a critical factor and the competition has been developed with safety and security in mind.

All entrants that reach Stage 2 of the competition will be required to become a PVG Scheme member (operated by Disclosure Scotland) before proceeding further in the competition. The winning entrant will also be required to have any future staff join the PVG scheme. The full membership cost will be covered by the project budget during the pilot stage.

The competition will exclude 'face to face' retail business and any businesses that rely on walk-ins/ footfall to generate income. Clients/customers entry to the school will be by appointment only,

and via a manned security access point. This will limit the scope of the business types that may be interested in the competition and which have been identified in the research, but this is a necessary measure.

Officers considered the creation of a separate access for the winning business; this was discounted as it was felt that the existing arrangements through the main entrance would be more suitable from a security perspective. A separate access would incur additional cost and there would not be the same level of controlled entry as is presently the case via the main entrance.

Business Start Up in Northfield

The pilot aims to support enterprise development in the Northfield Community. The competition will be city wide in order to attract a diverse group of entrants. This will be accompanied by a strong promotional effort in the Northfield community. Officers have organised a start up seminar to be held in Northfield Community Centre on 3 September 2013. This will take place outwith the proposed competition and is aimed at helping to turn more start up enquiries in to actual business start ups in the Northfield community and to generate more interest and knowledge of the possibilities of starting up a small business.

Officers commissioned Enterprise North East Trust (ENET) to conduct a piece of research into start up trends in Aberdeen with an emphasis on Northfield. An excerpt of the report is attached as Appendix D. The research shows that there has been an increase in start up enquiries from within the Northfield community. In 2011-12 there were 40 enquiries that resulted in 20 start ups and in 2012-13 there were 58 enquiries that resulted in 17 start ups. From total number of enquiries received from Northfield, only 27 have actually started therefore there is still the potential to target 71 potential entrepreneurs in the community.

Competition Process

The competition will be open to anyone within Aberdeen City, subject to meeting the competition eligibility criteria (see appendix A). Staff in ESCE team will screen the applications and invite those with the greatest potential to move onto the second stage of the competition, which is the submission of a sustainable business plan.

Applicants will be given support throughout the business planning process. This will include bespoke workshops run by the Enterprise North East Trust (ENET) and access to an ENET business advisor. ENET will also assist with the identification and appointment of business mentors to support applicants through the process.

The completed business plans will be assessed by a panel, which will interview each applicant in turn. It is proposed that the Convenor and Vice Convenor of the Education, Culture and Sport committee sit on this panel

A draft outline of the competition is set out below.

STAGE ONE (16 Sept-31 October 2013)

Step 1: Submit the Application Form

Step 2: Assessment of the application, using the following criteria:

- How the proposed business will support the enterprise, vocational and academic objectives of the school
- Sustainability of the proposed business
- Dedication and skill set of the applicant(s)

Step 4: Inform applicants about the result of the evaluation

- a) Unsuccessful applicants to be sent a letter
- b) Successful applicants to be invited for the next round

STAGE TWO (1 November 2013- 16 January 2014)

Step 1: Applicants attend Business Start Up Workshop

Step 2: Networking event to meet mentors

Step 3: Prepare Business Plan

Step 4: Present Business Plan to the judging panel using the following criteria:

- Completed Market research
- Market sensitive positioning (positioning in terms of price-quality)
- Demonstrate how the business will support the enterprise, vocational and academic objectives of the school
- Sustainability of the proposed business
- Dedication and skill set of the applicant(s)

Step 5: Inform applicants about the result of the evaluation

- a) Unsuccessful applicants to be sent a letter and given the opportunity to discuss training and business development with advisors for future opportunities

- b) Successful applicants to be invited to the next round subject to joining the PVG Scheme.

STAGE THREE February 2014

Step 1: Interview by a panel covering the following areas:

- Financial Plan
- Logistics
- Marketing Plan
- Working with the school

Step 2: Inform applicants about the result of the evaluation

- a) Unsuccessful applicants to be sent a letter
- b) Provisional Winner notified and PVG check carried out.
- c) Winner announced
- d) Identification and completion of any works to premises
- e) Business starts operating from school

6. IMPACT

The project contributes significantly and directly to the achievement of

Single Outcome agreement (SOA) National Outcomes:

1. We realise our full economic potential with more and better employment opportunities for our people
2. We are better educated, more skilled and more successful

Aberdeen the smarter City

1. We will enhance the physical and emotional wellbeing of all our citizens by offering support and activities which promote independence, resilience, confidence and self-esteem
2. Working with our third, public and private sector partners, we will provide opportunities for lifelong learning which will develop knowledge, skills and attributes of our citizens to enable them to meet the changing demands of the 21st century.
3. Again, working with partners, we will create a City of Learning which will empower individuals to fulfil their potential and contribute to the economic, social and cultural wellbeing of our communities.
4. We will aim to have a workforce across the city which has the skills and knowledge to sustain, grow and diversify the city economy.

Equality and Human Rights implications

A full EHRI assessment was conducted and satisfactorily concluded and is available if required.

7. BACKGROUND PAPERS

None

8. REPORT AUTHOR DETAILS

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Appendix A

DRAFT ELIGIBILITY CRITERIA

Introduction

If you want to enter the Enterprising Academies Competition and to be considered for the [Prize Package](#), you must meet the Eligibility Criteria. To meet the Eligibility Criteria, none of the restrictions listed below must apply to you. By signing the [Application Form](#), you are confirming that you meet the Eligibility Criteria.

1. Age

The Competition is not open to Entrants who are under the age of 18 on the date the Application Form is signed by the Entrant.

2. Entrants

The Competition is not open to companies or partnerships and other such legal entities. Entrants must be individuals.

The Competition is not open to multiple Entries from the same Entrant. At the discretion of Aberdeen City Council (the "Council"), an Entrant with multiple Entries may be asked to choose which Entry he or she wishes to proceed with, rather than having all of his or her Entries ruled out.

3. Connections with Competition organisers

If an Entrant is an employee or member of the Council (or related to such an employee or member) that Entrant is not ruled out of the Competition, but to be eligible must send a letter along with the Application Form explaining the connection with the Council, such that this can be appropriately managed.

4. Working in the UK

The Competition is not open to Entrants who are not legally entitled to work in the United Kingdom.

5. Purpose of Competition to encourage start-ups

The Competition has been established by the Council to encourage new enterprises to be started up or expanded by those not already well established in business. Accordingly, the Competition is not open to Entrants who:

- are running a business at the date the Application Form is submitted, and have been running that business for a period of more than 12 months; and/or
- have a significant ownership interest in a business which is operating at the date the Application Form is submitted, and have had that interest for a period of more than 12 months at the date the Application Form is submitted. This will include, for example, an Entrant who is a significant shareholder in a company which runs an existing business, or is a partner in a partnership which runs an business.

6. Nature of the proposed business

The Competition is not open to Entrants whose business idea requires a regular customer footfall e.g. retail outlet, café, salon or similar as determined by the Council.

The Competition is not open to Entrants whose business idea is not lawful.

The Competition is not open to Entrants whose business idea is party political in intention, use or presentation, or appears to be designed to affect support for a political party.

7. Restrictions on awarding the prize package

The Competition is not open to Entrants to which the Prize Package (or any part of it) could not be lawfully awarded, including where it would constitute unlawful state aid.

APPENDIX B

Enterprising Academies- Terms & Conditions

1 Introduction

- 1.1 This document sets out the terms and conditions applying to the competition which is being run by Aberdeen City Council (the "Council") known as "Enterprising Academies."
- 1.2 By submitting an Application Form, Entrants confirm their agreement to these terms and conditions.

2 Definitions and interpretation

- 2.1 The words and phrases which are listed in Clause 14 will have the meanings given to them in that Clause when they are used in these terms and conditions. The rules of interpretation in that Clause will also apply.

3 Operation of the Competition

- 3.1 The Competition is operated and administered by the Council.
- 3.2 Entrants agree to comply with the terms and requirements of the other Competition Documents.
- 3.3 Entrants must actively participate in all stages of the Competition to which they are invited.
- 3.4 No entry to the Competition is permitted other than in accordance with the procedures established by the Competition Documents.

4 Entrants

- 4.1 Entrants must enter the Competition on and for their own account, and not as agent or proxy for any other person.
- 4.2 Entrants must when requested provide evidence of their identity, to the satisfaction of the Council.
- 4.3 All entrants that reach Stage 2 of the competition will be required to become a PVG Scheme member (operated by Disclosure Scotland) before proceeding further in the competition. The cost of membership will be met by the Council.

5 Communication

- 5.1 Entrants must provide accurate contact details on the Application Form, and update the Council if there are any changes to those contact details.

- 5.2 The Council does not accept responsibility for Entries which are not received by it for any reason.
- 5.3 The Council will issue a conformation to each Entrant that his or her Application Form has been received. Entrants who do not receive a confirmation from the Council should check with the Council that their Entries have been received.
- 5.4 Entries which are received after the deadline provided for in the Application and Evaluation Process may be rejected by the Council, with the Entrant being ruled out of the Competition.
- 5.5 After an Entry has been submitted to the Council, the Entrant may not amend that Entry, unless invited to do so by the Council.

6 The Prize Package

- 6.1 The prize for winning the Competition is the Prize Package.
- 6.2 The Winner will be selected by the Council by applying the procedures set out in the Application and Evaluation Process.
- 6.3 The Prize Package will only be awarded to an Entrant with an Entry which is in the opinion of the Council is of sufficient quality and would result in a business which was viable and demonstrates how it will work successfully with the host School.
- 6.4 The Council does not in any way guarantee or make any representation as to the value of the Prize Package.
- 6.5 Until the Winner's Agreement is signed by the Council and Winner, the Council reserves the right to change any element of the Prize Package, and the Council will use reasonable endeavours to replace such an element with an alternative of broadly equal value.
- 6.6 Clause 6.6 is without prejudice to the Council's right to terminate the Competition pursuant to Clause 12.4.
- 6.7 There is no cash alternative to any elements of the Prize Package.

7 Permissions and consents

- 7.1 An Entrant who is a Winner undertakes to comply with all relevant statutory and legal requirements and obtain all necessary statutory and legal consents in relation to carrying on the Winning Business.
- 7.2 An Entrant who is a Winner may require permissions and consents from various regulatory authorities in order to carry on the Winning Business, including from the Council. The discretion of the Council in considering any application for a permission or

consent in relation to a Winning Business shall not be fettered by any decisions made in connection with the Competition.

8 Supply of information

- 8.1 Entrants must complete all Entries fully.
- 8.2 Entrants must cooperate with any reasonable information requests made by the Council, including in relation to the clarification of Entries, the Eligibility Criteria and the provision of identification documents.
- 8.3 Entrants represent and warrant that all information submitted in relation to the Competition is and will be accurate, complete and not misleading.
- 8.4 The Council may refuse to provide the Prize Package to an Entrant (or seek its recovery after award) if any material information submitted in relation to the Competition by that Entrant is not accurate or is not complete or is misleading, or if at any time the Entrant fails to meet the Eligibility Criteria.

9 Data and privacy policy

- 9.1 All Entries will become the property of the Council on receipt and will not be returned to Entrants.
- 9.2 Entrants agree that the Council may process contact details and other data including personal data as defined by the Data Protection Act 1998 which are included in Entries, in order to operate and administer the Competition and for the purposes referred to in Clause 9.4. In order to operate and administer the Competition, the Council may share such data with its subsidiaries, affiliates and any partners that are involved in operating and administering the Competition.
- 9.3 Entrants acknowledge that the Council may be required to disclose information which is contained in Entries if required to do so by law, for the purposes of internal or external audit, or pursuant to the Freedom of Information (Scotland) Act 2002.
- 9.4 Entrants agree that the Council may publish the names and images of the Winners, information about the Winning Businesses and the Winners' comments relating to the Prize Package and the Competition, in each case with no fee being paid.

10 Liability issues

- 10.1 Save for death or personal injury caused by its negligence, the Council will not be liable for any loss (including economic loss) suffered by an Entrant as a result of any act or omission of the Council in relation to the operation and administration of the Competition or the award, non-award or use of a Prize Package.

10.2 With exception of the provision of the Prize Package, the Council shall have no responsibility for any liabilities associated with the Winning Business or the Winner. Entrants will reimburse the Council in respect of any damages or losses suffered by the Council resulting from any claim made by a third party against the Council in relation to the Winning Business.

11 PR and promotion

11.1 Entrants must comply with the reasonable requests of the Council in relation to any PR, press, advertising and marketing activities associated with the Competition.

11.2 Entrants must not make any announcement or public statement (including any comment to any element of the press or other media) in relation to the Competition, without the prior approval of the Council.

12 Change and cancellation

12.1 The Council reserves the right to make reasonable changes to the procedures which apply to the Competition process, these terms and conditions or any other Competition Document at any time, by giving notice of such changes to Entrants. Any such changes are referred to in this Clause as "Changes".

12.2 Any Changes shall be notified to Entrants in writing. Continued participation in the Competition by an Entrant will constitute deemed acceptance of Changes.

12.3 Clause 12.2 shall not apply to changes to the Prize Package, which are provided for in Clause 6.6.

12.4 The Council reserves the right to cancel the Competition at any time. Cancellation, and the reasons for the cancellation, will be notified in writing.

12.5 The Council may assign or otherwise transfer its interest (or any part of it) under these terms and conditions and /or any other Competition Document to any subsidiary of the Council.

12.6 An Entrant cannot assign or otherwise transfer to another party his or her interest (or any part of it) under these terms and conditions and / or any other Competition Document, including their status as an Entrant.

13 Miscellaneous

13.1 These terms and conditions and the running of the Competition do not create any joint venture or partnership agreement between an Entrant and the Council.

13.2 The Competition Documents shall be governed by and construed in all respects in accordance with the laws of Scotland and the parties hereby submit to the exclusive jurisdiction of the Scottish courts.

14 Definitions and interpretation

14.1 In these terms and conditions, and in the other Competition Documents:

14.1.1 Application Form: means the document with that name available on the Website which is the application form for the Competition;

14.1.2 Application and Evaluation Process: means the document with that name which is available on the Website which sets out the process applying to the operation and administration of the Competition;

14.1.3 Competition: means the competition operated by the Council known as Enterprising Academies as envisaged by the Competition Documents;

14.1.4 Competition Documents: means these terms and conditions, the Application Form, the Eligibility Criteria List, the Application and Evaluation Process and the Prize Package;

14.1.5 Eligibility Criteria: means the criteria set out in the Eligibility Criteria List;

14.1.6 Eligibility Criteria List: means the document with that name available on the Website and at the Information Centre which contains the criteria which must be met by Entrants;

14.1.7 Entrant: means an individual who applies for the Competition by submitting an Application Form and other Entries;

14.1.8 Entry: means all information submitted to the Council by an Entrant in relation the Competition including a completed Application Form and the other information referred to in the Application and Evaluation Process (and "Entries" shall be interpreted accordingly);

14.1.9 Prize Package: means the document with that name available on the Website and at the Information Centre which describes the Competition prize;

14.1.10 Winner: means an Entrant selected by the Council as a winner of the Competition;

- 14.1.11 Winning Business: means the business idea of a Winner as disclosed by that Winner's Entry.
- 14.1.12 Winner's Agreement: means an agreement which will be entered into between the Council and a Winner as described in the Application and Evaluation Process.
- 14.2 Paragraph or clause headings are for ease of reference only.
- 14.3 Words in the singular have the same meaning as words in the plural and vice versa.
- 14.4 The word "including" means "including without limitation".

APPENDIX C

Enterprising Academies- Application

Introduction

If you want to enter the Enterprising Academies Competition and to be considered for the [Prize Package](#), the first step you need to take is to complete and submit this Application Form.

The Prize

1 years free rent
Start Up Training
Business Start Up support
Support for general start up costs (no cash will be awarded/the level of support is to be determined)

Instructions

You can complete the form by hand, or using a computer. Where word limits are indicated against particular questions, please comply with these. The form must be completed in English. Are the word limits on the handwritten forms too

When completed and signed, please send the form to the following address:

Ross Macdonald
Employability, Skills and
Community Enterprise Officer
Enterprise Planning and Infrastructure
Aberdeen City Council
Business HUB 10,
2nd Floor South Wing,
Marischal College,
Broad Street,
Aberdeen AB10 1AB

Deadlines

Completed and signed application forms must be returned by 5pm on **31 October 2013**

Assistance for the disabled

If you are disabled and require assistance to complete the application form, or changes to the Competition process, please contact Ross Macdonald to discuss your requirements. Please telephone 01224 523621 to do this.

Other things to read

Before you complete the Application Form, please read the following important documents:

- [The Eligibility Criteria](#). This sets out whether or not you are eligible to take part in the Competition
- [The Application and Evaluation Process](#). This sets out the way which the Competition will be run, and the way in which Competition Entries will be judged, and Winners chosen.
- [The Terms and Conditions](#). These are the rules of the Competition.

| Section 1 – Entrant details | |
|------------------------------------|--|
| 1.1 Full Name | |
| 1.2 Address | |
| 1.3 Post code | |
| 1.4 E-mail address | |
| 1.5 Telephone number | |
| 1.6 Mobile number | |

| Section 2 – Work history | |
|--|--|
| 2.1 What is your current employment status (e.g. employed / unemployed / self-employed). | |
| 2.2 Have you ever been the director of a company? Please answer yes or no, and if yes please provide details, including details of insolvencies or disqualification proceedings. | |
| 2.3 Are you legally entitled to work in the United Kingdom. Please answer yes or no. | <p>Any one of the documents listed below will provide the necessary evidence of the right to work in the UK. The document provided must be the original.</p> <ul style="list-style-type: none"> • A passport showing that the holder is a British citizen, or has the right of abode in the United Kingdom. • A document showing that the holder is a national of a European Economic Area country* or Switzerland. This must be a national passport or national identity card. • A residence permit issued by the United Kingdom to a national from the European Economic Area country or Switzerland. • A passport or other document issued by the Home Office which has an endorsement stating that the holder has a current right of residence in the United Kingdom as the family member of a national from a European Economic Area country or Switzerland. • A passport or other travel document |

| | |
|--|---|
| | <p>endorsed to show that the holder can stay indefinitely in the United Kingdom, or has no time limit on their stay.</p> <ul style="list-style-type: none"> • A passport or other travel document endorsed to show that the holder can stay in the United Kingdom; and that this endorsement allows the holder to do the type of work the employer is offering if they do not have a work permit. • An Application Registration Card issued by the Home Office to an asylum seeker stating that the holder is permitted to take employment. |
| 2.4 Have you ever been convicted of a criminal offence? If yes, please provide details of the conviction | |

| | |
|---|--|
| Section 3 – why Retail Rocks Enterprising Academies is for you | |
| 3.1 Please explain why would you like to take part in the Enterprising Academies Competition. | |
| 3.2 Please explain your business idea. | |
| 3.3 Please explain why you would like to run this business in from Northfield Academy. | |

Please tick this box to indicate that you have read, and agree to, the Terms and Conditions.

Please tick this box to indicate that you meet the Eligibility Criteria.

Please tick this box to indicate that you wish this application to be considered in the Enterprising Academies Competition, and will comply with the Application and Evaluation Process.

Signature of the Entrant

Date of signature

Appendix D

Enterprising Academies: Excerpt: A Report on Business Start-Ups in Aberdeen Enterprise North East Trust

3.3 Northfield

In Northfield Business Gateway assisted 20 new businesses to start during 2011/12 and 17 in 2012/13 (Fig 15.)

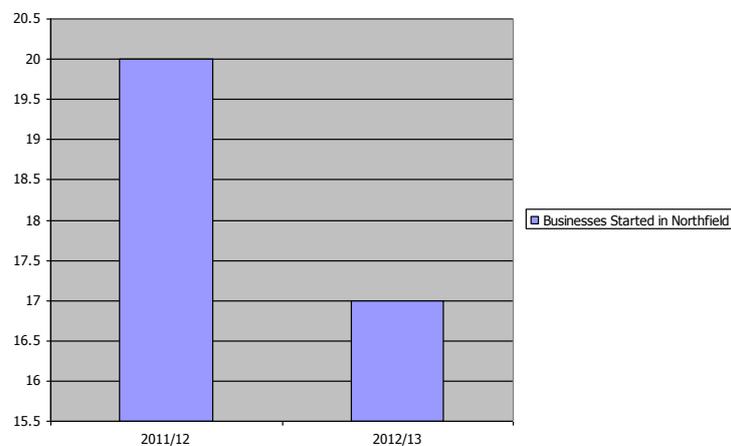


Fig. 15 Number of New Businesses in Northfield

Of these 20 new businesses, 2 registered for VAT in 2011/12 and of 17 in 2012/13, 2 registered for VAT.

In Northfield, over both financial years the majority of businesses were sole traders (17 in 2011/12 and 8 in 2012/13 - Fig 16.)

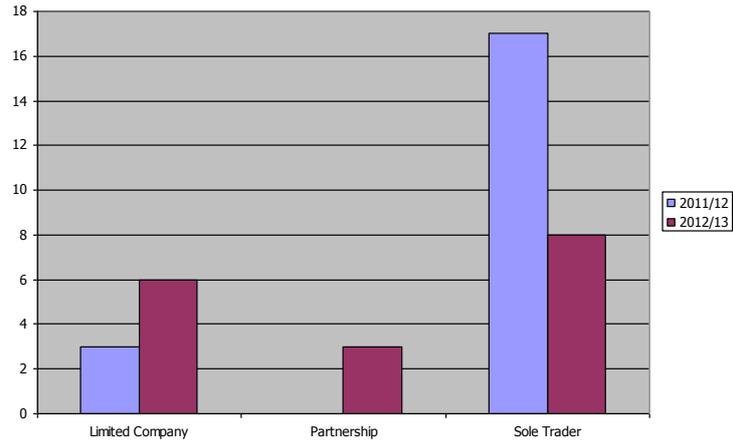


Fig. 16 Number of Businesses in Northfield – Legal Status

In Northfield, the main types of businesses started are as follows:

| 2011/12 | | 2012/13 | |
|---------------|-----|---------------|-----|
| Trades | (4) | Trades | (3) |
| Hair & Beauty | (3) | Hair & Beauty | (2) |
| Cleaning | (2) | | |
| Food | (2) | | |
| Pet Services | (2) | | |

(Fig 17.)

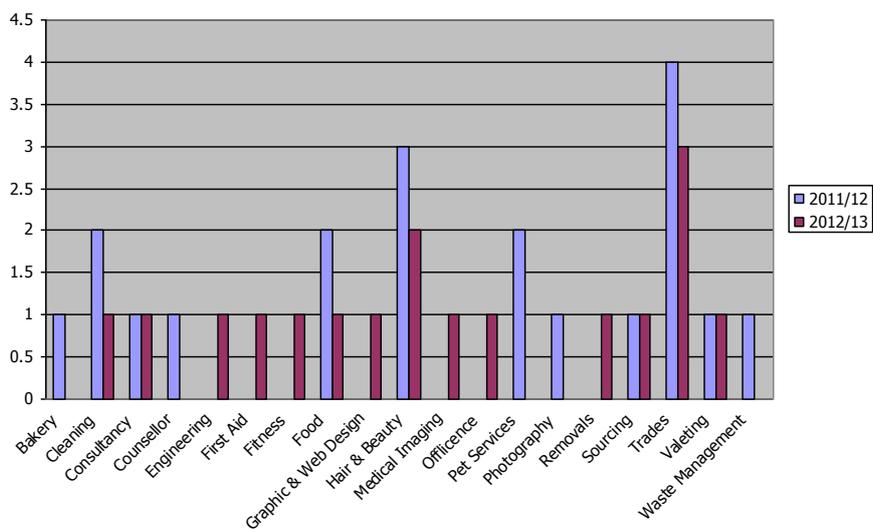


Fig. 18 Number of Businesses in Northfield – Legal Status

During 2011/12 of the 20 businesses started, 8 were started by women, 5 were started by young people under the age of 26, 5 were recorded to have started in a disadvantaged area and 5 accessed advice and possible funding from the Prince's Scottish Youth Business Trust (Fig 19.).

During 2012/13 of the 17 businesses, 5 were started by women, 2 were started by young people under the age 26, 6 were recorded to have started in a disadvantaged area and 3 accessed advice and possible funding from the Prince's Scottish Youth Business Trust (Fig 19.).

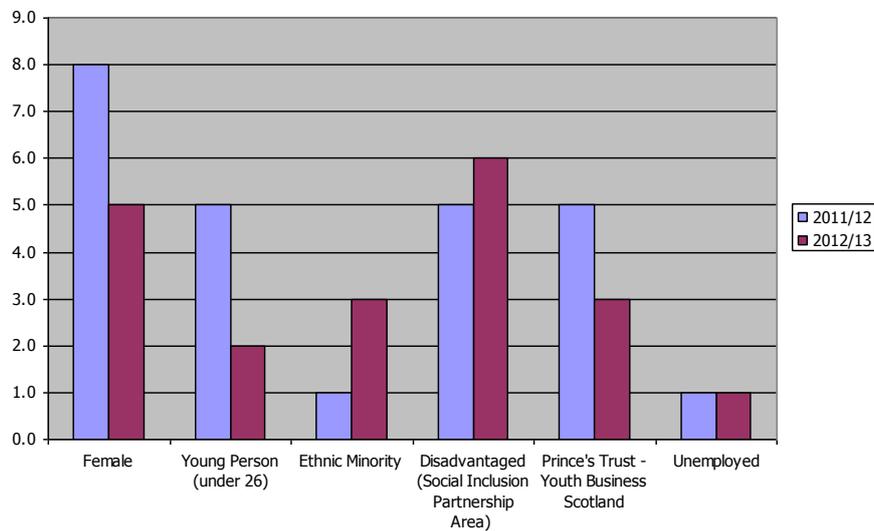


Fig. 19 Number of Businesses in Northfield – Demographics

4. Prestart Activity in Northfield

In total in 2011 and 2012 Business Gateway Aberdeen City and Shire has received 2934 enquiries showing interest in setting a business. Within these last two years the number of enquiries from the Northfield area has increased from 40 to 58.

| | Northfield AB16 |
|----------------|--------------------|
| 2011 - 2012 | 40 |
| 2012 - 2013 | 58 |
| Total | 98 |

*Business Gateway CRM data 2011 and 2012

From total number of enquiries received from Northfield, only 27 have actually started therefore there is still the potential to target 71 potential entrepreneurs.

5. Suggestions for Northfield Enterprising Academies

Based on the research and statistics provided, involvement in the Northfield community could be considered from two different angles.

Offering the work space within Northfield Academy only to the local residents

Opening the competition to the whole population of Aberdeen City

When focusing only on the Northfield community, the project could focus on promoting self employment as an alternative to unemployment. According to Scottish Neighbourhood Statistics in 2012 there were 4.8% people claiming job seeker allowance, compared to 2.03% in the whole Local Authority of Aberdeen City.

While the number of start up enquiries within this Ward has increased, the number of actual start ups has dropped over last 2 years and therefore it would make sense to open up the competition to the wider Aberdeen City market.

Considerations should be the pupils' health and safety, trading legislation and licenses and establishing a sound working relationship between commercial enterprise and the school from the start.

Listed below are the types of businesses which may be considered the most applicable to this type of new venture.

- Beauty Salon / Beauty Care
- Upholstery
- Outside Catering
- T-shirt Printing
- Photography Studio
- Graphic Designer

- Tele Sales
- Fitness Studio
- Language Tutions
- Dog Grooming
- Complimentary Therapy
- Equipment Repair

It is felt that these business types would minimise health and safety risk to pupils, wouldn't result in excessive footfall or customer parking in or around the school and wouldn't likely experience excessive stock delivery or collection. These suggestions also discount any ventures which depend on heavy machinery due to safety and noise considerations. It should be pointed out however that the school should consider specialist training and risk analysis while extra supervision may be a consideration to ensure pupil safety.

Pupils could have the opportunity to gain work experience by helping the business in the day to day running of the businesses including handling customer calls, data management, customer correspondence and marketing. In particular, social media involvement may capture the imagination of the pupils.

The main attraction to potential businesses will be the saving on overheads. With limited access to general funding when setting up the business, local entrepreneurs very often look for ways of cutting back the required capital investment and ongoing cost of running the business.