

S U P P O R T I N G
E N T R E P R E N E U R I A L
W O M E N I N W A L E S

T W O Y E A R A C T I O N P L A N



UNDEB EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**

RECOMMENDATION

ONE

Improve engagement with potential women entrepreneurs to better understand the barriers that prevent their participation in business start up activity.



Joy Ogeh-Hutfield, Joy Transformation Coach



Actions

Hold three regional focus groups per year across Wales to engage with women considering starting a business and establish the drivers and difficulties they face. The specific focus of the workshops will be ascertaining the barriers that prevent women participating in business start-up activity.

Use the results of the focus groups to inform the delivery of Business Wales services.



Anticipated outcomes

A more agile, tailored and responsive support service that understands and responds to the requirements of women starting a business in Wales.



Timelines

Spring, Autumn and Winter 2019

Spring, Autumn and Winter 2020

RECOMMENDATION

TWO

Further tailor business support services to ensure they are gender aware and meet the specific needs of women entrepreneurs, recognising their different characteristics, culture and circumstances.



Actions



Anticipated outcomes



Timelines

Build in to the current business support services additional targeting of potential and established women entrepreneurs and promote services in a way that is better attuned to women and ensure they are aware of their choices in terms of service delivery.

A Business Wales service that is gender aware and responsive to the requirements of women entrepreneurs.

Spring 2019

Provide additional gender awareness training to Business Wales advisors and other relevant staff who work with women entrepreneurs.

Business Wales advisors to recognise and understand potential barriers that women may face when starting, sustaining or growing their business and respond to their requirements.

Summer 2019

Gender lens the Business Wales advertising, materials and web pages to ensure that they are appropriate and responsive to women entrepreneurs.

All Business Wales' advertising, materials and web pages to be gender focused and more responsive to women entrepreneurs.

March 2019

Develop guidance on best practice in establishing and operating incubation units / co-working and business hubs that includes encouraging the take up of places and better meeting the needs of women entrepreneurs.

A practical guide for the business support community (providing incubation units / co-working and business hubs) that will encourage and better support women entrepreneurs.

Autumn 2019

RECOMMENDATION

THREE

Increase the availability of women business advisors and mentors and make women aware of the choice of service they have.



Actions



Anticipated outcomes



Timelines

Highlight the gender split of both business advisors and business mentors on the Business Wales website and highlight the option to request a woman advisor or mentor.

Women entrepreneurs will clearly be able to see that both men and women business advisors are available and that the option to request a woman advisor is available.

Spring 2019

Continue to recruit women business advisers and mentors to the service.

Sufficient women business advisers and mentors on the Business Wales service to meet demand.

Ongoing over two year period

Refresh the Business Wales mentoring website pages to reflect available mentors and in particular highlight the availability of women mentors on the service.

An increase in awareness of the availability of women mentors on the Business Wales service.

Summer 2019

Continue to raise awareness, profile and availability of women mentors via the Business Wales mentoring service.

A higher awareness of the mentoring service to clients that are accessing the Business Wales service.

Ongoing over two year period

Work with Be the Spark to provide on-line information on all business mentoring services in Wales.

A higher awareness of the range of mentoring services available in Wales.

Winter 2019

RECOMMENDATION

FOUR

Improve information on the availability of finance for women entrepreneurs, and ensure there are no unnecessary restrictions to the awarding of finance.



In The Welsh Wind Distillery, Aberteifi



Actions

Continue to work in partnership with the Development Bank of Wales to gender lens the finance options that are available. This would include monitoring and analysing the application process and outcome of finance awarded by gender.



Anticipated outcomes

Outcome – to better understand whether finance options are equally attractive to both men and women and whether there is any evidence to suggest there are areas that may cause women not to apply for the finance.



Timelines

Spring 2020

Consult with the wider finance community in Wales via a series of three workshops to encourage tailored approaches to providing finance for women entrepreneurs.

A better understanding of the current offering of the wider finance community to women entrepreneurs and progress to improved and visible gender focussed lending.

Autumn 2019

RECOMMENDATION

FIVE

Recognise and promote the success of women entrepreneurs as role models to others.



QOL, Swansea



Actions

Continue to identify and promote the success of women entrepreneurs by creating and producing additional case studies that are visual to potential users of the Business Wales service.



Anticipated outcomes

A wider and more representative suite of current case studies that promote positive messages to aspiring women entrepreneurs.



Timelines

Ongoing over two year period

Aim to have an equal balance of men and women role models available to promote entrepreneurship within Business Wales services to include Youth Entrepreneurship.

Winter 2019

RECOMMENDATION

SIX

Improve access to business support information sources and encourage networking between women entrepreneurs and the wider business community.



Actions



Anticipated outcomes



Timelines

Develop a page on the Business Wales website that highlights information sources available to women entrepreneurs.

A higher awareness of information sources available to women in Wales.

January 2019

Raise awareness of networks that support entrepreneurial women by compiling a register of networks and publishing them on the Business Wales website.

A higher awareness of the networks available to business owners on a pan Wales basis.

Ongoing over two year period

Promote the benefits of networking to women who use Business Wales services.

An improved understanding of the business benefits that networking can provide to business owners.

Ongoing over two year period

Support Be The Spark to establish and develop links with the broader business support ecosystem, stimulating an increase in the availability and up-take of tailored, easy to use, visible and well connected support for women entrepreneurs.

A higher level of gender focused support to women entrepreneurs in Wales.

RECOMMENDATION

SEVEN

Develop a good practice guide and encourage business support organisations to adopt this.



MamGu Welshcakes, Solva



Actions

Produce and distribute a good practice guide that identifies and promotes best practice that enables the wider business support community in Wales to review and better tailor their services to women entrepreneurs.

Hold a series of road shows events to promote Guide to the broader business support community in Wales.



Anticipated outcomes

Business support providers to better understand how to ensure their services are gender sensitive and therefore increasing the level of service to women entrepreneurs in Wales.

A higher level of awareness of the good practice guide amongst the business support community and the benefits of providing a gender sensitive service in Wales.



Timelines

From January 2019

Spring 2019

RECOMMENDATION

EIGHT

Provide practical pre-start business support that encourages and supports women to build their self confidence.



Celtic Strength, Swansea



Actions

Commission a series of community based projects that will engage with individuals to promote entrepreneurship to those underrepresented in business start up, in particular women.

The projects will focus on confidence building, business idea generation and overcoming barriers to participating in business start-up activities.



Anticipated outcomes

The initial learning from these projects will directly inform (and inform as appropriate) the future planning and design of mainstream services.



Timelines

Review findings
Autumn 2019

RECOMMENDATION

NINE

Continue to engage with young women to promote and develop entrepreneurial attitudes.



RainbowBiz, Shotton



Actions

Continue to promote the value of entrepreneurship with our future generations. Use positive role models to encourage young women to develop entrepreneurial mind-sets and have the confidence to develop their ideas to start a business.



Anticipated outcomes

A higher rate of aspirational intentions amongst young women.



Timelines

Review Winter 2019

Monitor the aspirational intentions of young women to start a business via the Big Ideas Wales programme.

RECOMMENDATION

TEN

Ensure that business awards in Wales actively encourage both recognition of women entrepreneurs and ensure that there is a gender balanced panel and a gender-focused judging criteria.



The Little Stitchery Sewing Rooms, Ystradgynlais



Actions

All Welsh Government sponsored business awards will actively encourage the recognition of women entrepreneurs.



Anticipated outcomes

A gender focused approach to all Welsh Government sponsored business awards with a gender balanced panel, ultimately encouraging more women owned businesses applying for business awards.



Timelines

Winter 2020

All Welsh Government sponsored business awards will have a gender balanced panel and a gender focused judging criteria.

REVIEW GROUP

In addition to the ten recommendations and responses, the Welsh Government will establish a review group to report to the Business Wales Strategic Board on the progress of these actions. This review group will continue to review and monitor the take up of Business Wales services by entrepreneurial women and build on the actions proposed in this document.