

Improvement Project Case Study



Business gateway start-ups in localities

What is the Aim?

To increase business gateway start up numbers across Aberdeen by 2% by April 2018 by focusing on localities.

Business Gateway is a publicly funded service contributing to the economic wellbeing of Scotland by providing access to free business support services.

How does this support prevention and early intervention?

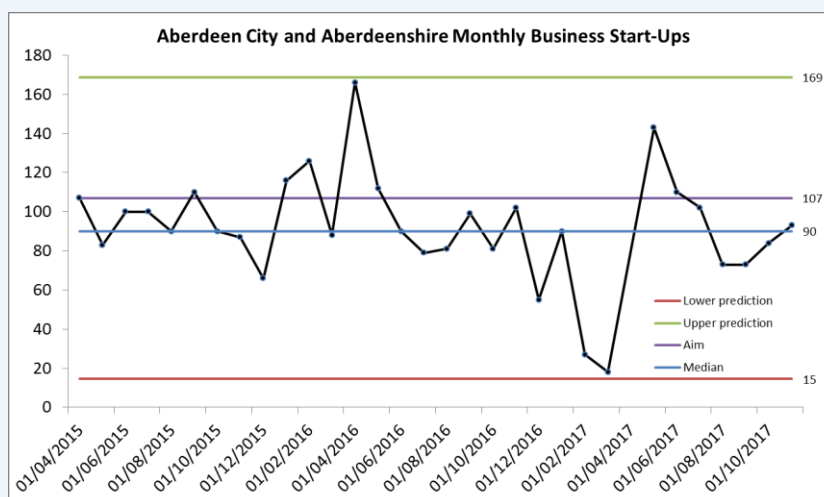
- A strong private sector is essential for economic growth and wealth creation, and small businesses create vital jobs and are often the lifeblood of local communities
- New businesses being established by local people can have a significant impact in terms of the wider perceptions and aspirations of a community
- That is why we have a particular focus on our priority localities which perform less well than the city-wide average

What changes are we currently testing?

- Business gateway community events in locality areas: short start up awareness seminars for attendees; consultations with business gateway advisers; advice on New Enterprise Allowance Scheme
- Events marketing through online and physical distribution of posters



Improvement data



The test had minimal impact with only two members of the community attending; although, one of these community members have since gone on to start up their own baby massage business however start up numbers in the locality have since increased in 2017/18.

Data for Aberdeen and Aberdeenshire shows that we can predict that there will be between 15 to 169 business gateway start-ups each month as a result of the current system.