

Business Start Ups: Supporting Unemployed People to Start a Business



What are we trying to achieve?

Our aim is to support individuals, in Aberdeen City, who are currently in receipt of Universal Credits, to either come off or significantly reduce their benefits by starting up a new business. In delivering this support we aim to have a minimum of 50 individuals launching their new business by 2023.

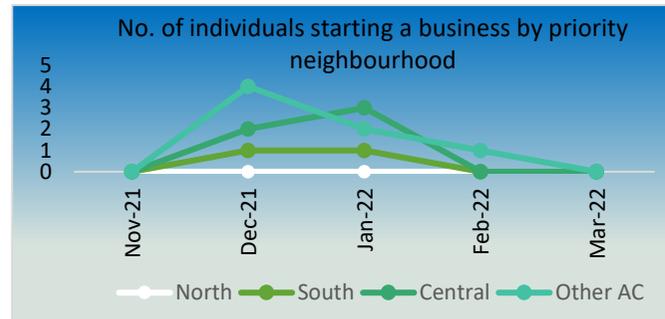
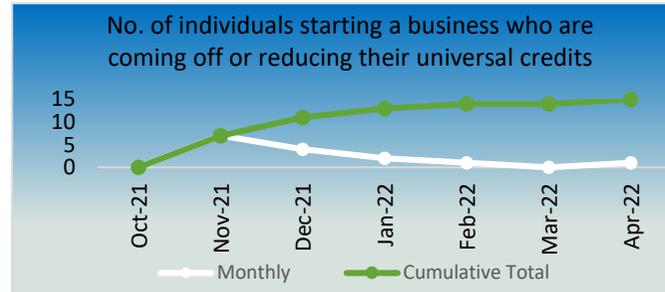
How are we doing this?

Through our multi agency improvement project we are testing the following improvements:

- A Young Persons Seed Fund to support young people to start up a business
- A Start Up Fund targeted at parents out of work or in work poverty to support parents looking to get back into working through self employment. We have successfully supported 1 person through this fund
- Dedicated Community Business Adviser based within each locality twice a month to increase the number of direct referrals
- Regular Team to Team sessions to understand both what is happening in the Job Centre & Business Gateway to increase engagement and working between teams

What have we achieved so far?

- **15** individuals starting a business which either takes them off universal credits or significantly reduces their universal credits since Nov 2021



- **42** referrals of individuals in receipt of universal credits who are investigating starting a business since Nov 2021
- Community Business Adviser now in place and present in locality areas twice a month – Adviser will be present on the 1st and 3rd weeks of the month as below:
 - Tuesday – Torry
 - Wednesday – Mastrick
 - Thursday - Seaton

What impact have we had?

During the Covid-19 pandemic, Carly Stewart, qualified beauty therapist, became unemployed. While relying on Universal Credit, she reached out for 'Expert Support' from Business Gateway in starting up a business of her own. Through Business Gateway services, Carly was connected with Aberdeen City Council & successfully applied for start-up funding through the Parental Support Fund. This enabled her to purchase the commercial equipment needed to start & develop her skin specialist business, Karma Beauty.

Carly said, describing her 1-1 adviser support, "My adviser Gillian, was brilliant, and helped me throughout the whole process, advising me on how to plan and prepare my business, to supporting me with funding opportunities."

Over the past 6 months, Carly has continued to develop her business. Now working in the medical aesthetics field with a focus on non-surgical injectable procedures. With Gillian's encouragement Carly "has worked incredibly hard to get to where she is, from being unemployed to launching a business in the height of the pandemic. It is fantastic to see how well Karma Beauty is doing and to have been able to support her."